E&P

August 1, 1970

Twenty-five cents

Editor & Publisher

SPOT NEWS AND FEATURES ABOUT NEWSPAPERS, ADVERTISERS AND AGENCIES

45th ANNUAL SYNDICATE FEATURES DIRECTORY

Pull-out section

Nixon signs press law

The real winners never get in the game

When the Chicago Tribune's 37th Annual College All-Star Game ends on July 31, the real winners will be thousands of the poor, the orphaned, the aged.

Profits from this annual event go to more than 100 different charities. Since 1929, Chicago Tribune Charities has contributed over eleven million dollars to thousands of needy, regardless of race, color or creed.

The Tribune responds to Chicago, Chicago responds to the Tribune.

Chicago Tribune

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ANN ARBOR, MI 48106

XUM

In Baltimore, more people are at home with The News American.

We reach 7 out of 10 of our readers where they live. And where it counts. At home. No other Baltimore daily newspaper even has audited ABC home delivery figures. With the News American's 219,140 families you reach 13,715 more families than you do with the Evening Sun. In fact, the News American's growing circulation lead over the Evening Sun has more than tripled in the last five years. Make yourself at home in

The News American.

Source: Publisher's statement to ABC for six-month period ending September 30, 1969. The News American is represented by Key Market Advertising Representatives, Inc.

Our ten-cent answer to the $100 tow-away game.

Cities without a tow-away ordinance are asking for problems.

Detroit had those problems. Until The Detroit News got into the act.

Tow-away scalpers once gathered like vultures around auto accidents on Detroit streets, picking up battered cars and towing them to secluded lots. Later they charged transportation and storage fees that ran as much as $100 over the fee one would reasonably expect to pay for such services.

What was a poor consumer to do? Very little. Until Consumer Talk stepped in.

What this feature, pioneered by The Detroit News, revealed about the tow-away game so incensed Detroit City Council members that they passed an ordinance placing fee limits on all towing activities within city boundaries.

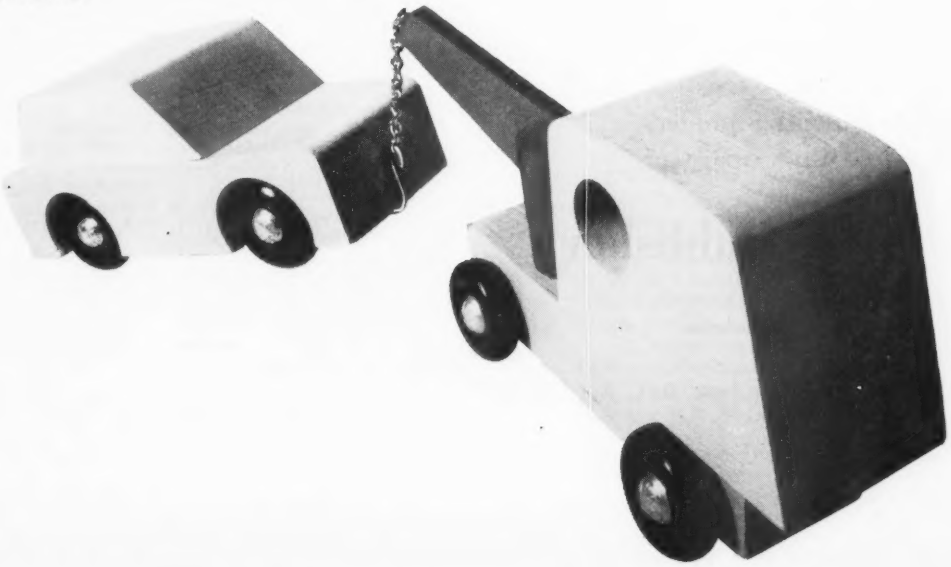
Other Consumer Talk articles have provoked similar direct response from the county prosecutor's office, the state legislature, and the Congress of the United States. (Our article on complaints against interstate moving companies was read into the Congressional Record.)

Each week the Consumer Talk page in The News alerts Detroiters to exceptions or deceptions in consumer goods and services that might otherwise go unnoticed by the unwary individual.

All for one dime.

If you'd like more information about Consumer Talk, write Ruth D'Arcy, The Detroit News, 615 West Lafayette Blvd., Detroit, Michigan 48231.

CONSUMER TALK
The Detroit News



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Weekly News Magazine of the Newspaper Business

850 Third Avenue, New York, N.Y. 10022

EDITOR & PUBLISHER CALENDAR

AUGUST

1-7—International Typographical Union. Hilton Hotel. Buffalo, New York.
3-5—ANPA Newspaper in the Classroom conference. Continental Plaza Hotel, Chicago.
6-8—Virginia Press Association. The Homestead, Hot Springs.
7-8—West Texas Press Association. Holiday Inn—Airport, El Paso.
7-9—United Press International Editors of Oklahoma. Western Hills Lodge, Wagoner.
9-14—Newspaper Association Managers. Lake Tahoe, Nevada.
14-15—Alabama Press Association. Governor's House Motor Inn, Montgomery.
14-15—Montana Press Association. Butte.
16-18—Texas Daily Newspaper Association. Contessa Inn, Longview.
16-20—Association for Education in Journalism. American University, Washington, D.C.
23-26—New England Association of Circulation Managers. Wentworth-by-the-Sea, Newcastle, New Hampshire.

SEPTEMBER

8-26—American Press Institute Seminar for Foreign Editors of Asian Newspapers. Columbia University, New York City.
10-12—Pennsylvania Newspaper Publishers Association, classified clinic. Hershey Motor Lodge, Hershey.
10-13—New England AP News Executives. The Lodge, Stowe, Vermont.
11-12—UPI Editors of Pennsylvania Workshop. Holiday Inn Town, Harrisburg, Pa.
11-13—Maryland-Delaware-D.C. Press Association. Diplomat Motel, Ocean City, Maryland.
11-13—Pacific Newspaper Mechanical Conference. El Cortez Hotel, San Diego, California.
11-13—Mid-America Newspaper Mechanical Conference. Broadview Hotel, Wichita, Kansas.
12-13—Illinois Daily Newspaper Markets and Classified Advertising Sales Seminar. Pere Marquette Hotel, Peoria.
13-15—New York State Publishers Association. Thruway Hyatt House, Albany.
15-18—Pennsylvania Newspaper Publishers Association Labor Clinic, Holiday Inn Town, Harrisburg.
17-20—West Virginia Press Association. Pipestem Resort, Pipestem, W. Va.
18-19—Oregon Newspaper Publishers Association. News/Editorial Conference. Eugene Hotel, Eugene.
18-20—Marine Corps Combat Correspondents Association. Palm Springs, California.
18-20—Indiana Associated Press Managing Editors Association, Holiday Inn, Lafayette.
20-23—International Newspaper Promotion Association Eastern Region. Basin Harbor Club, Vergennes, Vermont.
20-25—Newspaper Food Editors Conference. Fairmont Hotel, San Francisco, California.
24-26—International Advertising Association. Tokyo.
26-Oct. 2—Interstate Advertising Managers Association. Kings Inn, Grand Bahama Island.
27-30—International Newspaper Promotion Association, Central Region. Hyatt House, Des Moines.
27-Oct. 9—American Press Institute seminar for Circulation Managers. (under 75,000 Circulation) Columbia University, New York City.
30-Oct. 3—National Conference of Editorial Writers. Parker House, Boston.

OCTOBER

4-6—Inter-State Circulation Managers Association. Holiday Inn, Atlantic City, New Jersey.
4-7—Western Classified Advertising Managers Association, Harrah's, Reno, Nevada.
4-7—International Newspaper Promotion Association. Western Region. Sheraton Motor Hotel, Portland, Oregon.
4-8—International Newspaper Promotion Association. Southern Regional. Maria Isabel Hotel, Mexico City.
4-10—National Newspaper Week.
10—National Newspaperboy Day.
12-14—United Press International Editors and Publishers (EDICON). Colonial Williamsburg, Virginia.
18-21—Institute of Newspaper Controllers & Finance Officers. Hotel Ambassador, Chicago.
19-23—Inter American Press Association. Mexico City.
20-22—Audit Bureau of Circulations. Drake Hotel, Chicago.
28-31—National Newspaper Association Meeting and Trade Show. Atlanta,

NOVEMBER

15-18—Southern Newspaper Publishers Association, Boca Raton Hotel, Boca Raton, Fla.

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"I want to invite every media executive to get behind this BBB campaign."

By Ward L. Quaal
Chairman, Association of Better Business Bureaus International

An influential cluster of Americans—housewives, educators, legislators and businessmen as well as spokesmen for consumer groups—is urging a step-up in "consumer education".

Some are concerned over what they see as the "unfair contest" between the "professionalism" of the seller and the "amateurism" of the buyer. Other advocates of increased consumer education value it as an aid to the poor and least educated.

Why Business Backs It

Businessmen who recommend enlarged consumer education are fully aware that private companies, trade associations and the Better Business Bureaus already are producing and distributing, at their expense, millions of pieces of consumer literature a year. They also know that BBBs have taken new initiatives, through such means as consumer affairs councils and mobile vans, to increase the pace of consumer education.

But these businessmen point out that an independent, self-regulating private sector can survive only if it enjoys the confidence of its customers and the respect of opinion-moulders.

Speaking for myself, as a businessman and a broadcaster, I believe one of the best ways to increase this confidence and respect is for the private sector to launch a first-rate, large-scale consumer education campaign that will help people get more for their money, and help them understand our competitive business system.

The BBB Campaign

Such an effort—in the form of a major public service advertising campaign—has been developed by the Association of Better Business Bureaus, and is now being released to newspapers, radio and TV stations.

This BBB campaign embraces three types of message: 1) Consumer education counsel and information, to help your audiences become more knowledgeable and alert buyers; 2) Explanations about advertising, mass media and private enterprise, and how they serve consumers; 3) Background about the business-supported Better Business Bureaus, and how more people can use their services.

I believe this to be an exceptionally worthy public service advertising campaign. It will benefit your audiences, your advertisers, your own business and the enterprise system. Speaking on behalf of the Bureaus, I thank you in advance for what I fully expect will be your generous contribution of time or space.

For more information about this campaign, contact your nearest BBB (if they haven't called you first) or the Association of Better Business Bureaus International, 122 East 42nd Street, New York, N.Y. 10017.

BBB

XUM

He's riding high again...

He survived heart attack. He is back on the job because coronary care units, new drugs and advanced methods of rehabilitation are helping doctors fight the Nation's Number 1 killer.

Heart scientists predict even greater heart-saving achievements in the foreseeable future, provided funds are increased for research, education and community service. Help make these predictions come true. Give more.

GIVE... so more will live
HEART FUND

Contributed by the Publisher

Newspaperdom

By Lenora Williamson

IF YOU JUST HAVE TO HAVE MAINLAND PAPERS during a holiday in Bermuda, you can find plenty at the hotels, chemists, and bookstores with prices slightly inflated—the *New York Times* will cost 40c daily; *New York News*, 21c; *Toronto Globe and Mail*, 30c; *London Daily Express*, 24c; *Boston Globe*, 25c, and the *Wall Street Journal*, 39c.

* * *

THE BERMUDA VISITOR won't need the local papers to tell him that inflation and a higher cost of living pervade the island, but when he does start reading them he'll see that problems of the urban world have arrived in mid-Atlantic. Headlines in the *Royal Gazette* (daily) and the *Mid-Ocean News* and the *Bermuda Sun* (weeklies) report the second electrical power blackout in three days, the use of drugs up 78%, Government plans for escalating the rate of racial integration in primary schools, the Government's hospital insurance plan, secret drug test questionnaires given to school children, a youth campaign to lower the voting age to 18, oil pollution of beaches, offensive language arrests, increased rate of divorces, and indeed, also of shoplifting.

* * *

NEAR NUDITY ON THE ROADS provoked Austin Thomas to a "cry of distress" during a speech in the House of Assembly, reports the *Royal Gazette*. Thomas stated he was "increasingly concerned at the extent of nudity on the streets, or almost that, as bodies are barely covered . . . just last week I saw a lady riding along in front of the Cenotaph with a very slim, slight bikini on. I don't think that is desirable."

* * *

COLOR TELEVISION is coming to Bermuda, but the *Bermuda Sun* story relays a warning from R. A. Burrows in the House of Assembly: "People will be buying them to keep up with the Joneses. It can only add to the inflation spiral." He also criticized the radio and television stations for their poor reporting of local news. "They don't seem to get around and see what is going on in Bermuda. The other day we had one minute of local news and then the rest was a BBC tape. Both the stations should check this out and improve their news broadcasting." The Colony newspapers abound in local news.

* * *

BERMUDA MAKES A GIGANTIC BOW WAVE AND WAKE just as if she were a ship moving continuously eastward through the Atlantic, reports the *Mid-Ocean News* in a story on the Woods Hole Oceanographic Institute research ship now in the surrounding waters studying the influence of the island on the ocean. Bermuda's influence probably stretches out several hundred miles to the west, the story states. Violent turbulence in the water caused by Bermuda has been detected in a great fan-shaped wake "behind" the island.

* * *

TRANSPORTATION NOTE—On stiff, cream-yellow pages of the *Bermuda Gazette*, Saturday, January 11, 1800 in the open reference room of the Bermuda Library there is this bulletin: "The Ferry Horse Boat will be laid up the first fair Day, to be cleaned and repaired, but the sail and row boats will attend as usual for foot passengers." . . . And a Women's Liberation Note on March 29, 1800, in "A List of Persons holding LICENSES to retail RUM", let it be recorded that of 27 names, seven were those of women.

* * *

DO YOU KNOW WHAT IS a "combat emplacement evacnator"? Would you believe a shovel? FRED BLUMENTHAL in *Parade* comments it's a sad fact that "our Government no longer speaks English". The Defense Department came up with the shovel description; and the Pentagon, Fred adds, has gone to work on the dehydrated potato. Adding water to the latter is "reversible compression".

* * *

HEADY HEADS DEPARTMENT—A delicious pun by Cal Asher, features editor of the *Utica* (N.Y.) *Sunday Observer-Dispatch* over an AP story out of Paris on the billion snails (escargots) consumed there each year: "And the Frenchmen Go Where the Escargots".

BIG SHOES TO FILL!

...but Huntsville, the market that grew with the space race is filling them!

Phased-out space contracts spelled financial problems to many space-oriented markets—job attrition—lowered E.B.I.—the whole bit.

But not in Huntsville, Alabama's 3rd largest market, which began the transition towards a non-space economy several years ago, in anticipation of the space program slow down.

Today, as a result of this pre-planning, Huntsville...

... has the highest effective buying income in the entire state of Alabama.

... has developed a highly diversified economy.

... has attracted many new job producing industries such as ...

- **P.P.G. Industries**
- **Automatic Electric**
- **Barber-Colman**
- **Dunlop Tire and Rubber**

And further proof of the markets' healthy economy, the Huntsville Times circulation is now at an all time high!

The shoes are being filled.

The HUNTSVILLE TIMES

A Newhouse Newspaper

XUM

Editor & Publisher

® THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

Charter Member, Audit Bureau of Circulations
Member, American Business Press Inc.

6 Mo. average net paid June 30, 1970—25,165
Renewal Rate—72.49%

Effective public relations

Program chairmen for newspaper advertising conventions have a penchant for inviting speakers to tell them what is wrong with them, with newspapers, with newspaper advertising, ad nauseum. Some top retailers and a few agency executives have made a speaking career on this one subject. They can always grab a few headlines in the trade press by pontifically pointing out the alleged failings of newspaper advertising and advertising men.

Not so long ago the sales manager of a prominent and successful department store in the Southwest told a group of newspaper admen: "American newspapers must make it simple for retailers to do business with you in an increasingly complicated world."

D. R. Segal, publisher of the *Gastonia* (N.C.) *Gazette*, had probably heard it all before but he took this message seriously and decided to try to find out what he could do to "make it simple." He wrote personal letters to 200 of his contract advertisers including national and regional chain stores quoting the department store man and saying: "He's right. But the problem is: How can we make it 'simple'?" He asked their help: "Not even a publisher can be idiotic enough to think his newspaper can't improve its service. I know ours can. But I need your help."

It was an effective bit of public relations—in spite of the net return of two letters and one phone call.

The general manager of a regional group of department stores called just to say "thanks." The advertising and sales promotion manager of another chain wrote it was so unusual to get such a letter from a publisher soliciting suggestions from an advertiser "that I am unprepared to cope with the opportunity." Another chain executive was flattering by saying "with your concern for our business there should be no difficulties arising in the Gastonia market."

It would be silly to assume from this that there is no need for improvement in newspaper advertising practices and methods. But it might indicate that the critics have been over-stating their case.

Linage and newsprint

Newspaper advertising linage figures are an important barometer of the trend in volume upwards or downwards. Sometimes, however, they can be misleading in the degree to which linage is up or down.

Media Records figures for June showed a loss of 6.2% in linage compared to the same month last year and a decline of 4.5% for the first six months of 1970. However, newsprint consumption figures for the same periods show a drop of only 4.2% and 1.7% respectively.

Since the newsprint figures are based on reports from 525 daily newspapers and the linage figures on reports from newspapers in 52 cities it is evident there has been a decline in over-all newspaper advertising linage but there are wide variations in the pattern regionally and the total drop is not as much as first reports might indicate.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Executive Editor: Jerome H. Walker

Associate Editors: Spyridon Granitsas, Craig Tomkinson, Jerome H. Walker Jr., Lenora Williamson

Midwest Editor: Gerald B. Healey.

Pacific Coast Editor: Campbell Watson.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C Taubner.

Sales Representatives: Grant Biddle, William Bryant, Harry B. Mullinix, Donald L. Parvin, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: John Johnson.

Marketing and Research Manager: Albert E. Weis.

Librarian: James Santangelo.

OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212-752-7050. TELEX 12-5102.

Chicago: 360 North Michigan Avenue, 60601. Phone: 312-782-4897. Gerald B. Healey, Editor. Harry B. Mullinix, Grant Biddle, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Duncan Scott & Marshall Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone: 415-421-7950. Campbell Watson, Editor. Duncan Scott & Marshall Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 2004 Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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letters

'INVOKING' A LAW

Newspapermen and women are well-advised to convince themselves—and to point out in print when warranted—that the value of any statute is not affected at all by the degree to which it is "invoked."

For example, if no newspaper reader "invokes" the laws against libel and slander in any month or year, the "value" of such citizen protection is not diminished. It's just dandy for everybody involved that there was no "invoking."

Also, if no one "invokes" the statutes requiring registration of marriages, births, deaths, deeds and mortgages, or challenges them on any ground, there is no reason to advocate their repeal.

After many years of effort on the part of the New York State Society of Newspaper Editors, the State Senate at Albany agreed to instruct its staff of legislative reporters to transcribe their notes and to file one copy in the legislative library for reference and inspection by the press. Objectors to such a public record of the proceedings frequently point out that little "use" is made of that typewritten copy. They complain the press does not "invoke" the record by regular examination and perusal. Albany correspondents sometimes are urged to "go look" at the transcript, just so that their signatures will attest usefulness of such a record—and perhaps help convince the State Assembly to direct its legislative reporters to transcribe their official notes similarly. Actually, whether looked at or not, the transcript could become of tremendous value when and if "legislative intent" is required by a court or other official body, or when and if a newspaper report is challenged in litigation or otherwise. Failure to "invoke" should be no factor whatever in continuing such transcription of notes by well-paid legislative stenographers.

Out of Washington, similarly, have come reports that the Freedom of Information Law, which Representative Moss engineered into reality, is not being sufficiently "invoked" by the communications media. For the same reasons this is a phony argument by those who prefer that the people be NOT kept informed by an alert press.

I mention all this because, in California, that state's fifteen-year-old statute to provide a shield of confidentiality for the communications media has just been subjected to a study by Dr. Walter Wilcox and three graduate students. A report on this research, appearing in a July 22 News Research Bulletin of the American Newspaper Publishers Association, headlines that the law is "seldom invoked" even though "editors value it."

California editors were queried as to whether they or members of their staffs had ever invoked the "shield" law to fend off a demand to reveal a news source. Thirty-six per cent of 66 editors who replied said they had done so, "but only 3.2% said they had ever gone to court on such a demand."

I believe that the conclusions of that survey reflect the benefit of the "shield" law in restraining the usually unwarranted assaults on the press in this area. The non-invoking of the "shield" law should support its unquestioned retention, never be a worthy argument for repeal.

By the way, the interesting California research survey reported by the ANPA emphasizes "material from anonymous sources" as usable under a "shield" law. A more accurate reference should have been to "sources of news unidentified in print." Surely no responsible newspaper prints "material from anonymous sources."

Under responsible journalistic procedures, news tips from persons who insist upon not being identified are consistently subjected to thorough checking as to their dependability as fact. A great deal of valuable news is thus channeled to press and public. Any public official or other investigator is in a position to search out and check out any news item on his own, without embarrassing or harming the newspaper, its staffs and their news sources.

The "shield" statute merely cloaks the reporter with protection against prosecution and incarceration for contempt because he is unwilling to double-cross a source of news and possibly destroy a valuable channel of news. Since such contempt procedures most often are politically motivated, this interference with gathering the news represents a clear attack on press freedom.

It is important to remember, further, that the "shield" statutes in 16 states—and in all 50 states when and if Congress approves such a measure now before it—do not interfere in any way with newspaper cooperation with authorities, do not interfere in any way with the libel and other laws that insure highest responsibility in the gathering and printing of news.

OXIE REICHLER,
Editor Emeritus,
Yorkers (N.Y.) *Herald Statesman.*

BEING OBJECTIVE

I have read a lot of hogwash in my day but the letter (July 4) from Les Brumfield, editorial writer for the *New Orleans States-Item*, takes the cake. Mr. Brumfield is disturbed because the photographer who took the dramatic photo of the kneeling, hysterical young girl at Kent State didn't interview her on the spot and determine that, horror of horrors, she was not a Kent State coed. As any newspaperman can tell Mr. Brumfield, the identity of the young girl didn't have the slightest effect on the drama of the picture. The excellent shot showed a young girl horrified at the killings.

None of the photo captions which I read stated that the girl "passionately shared the motivations and objectives of the demonstrating students." It seemed to me and, I'm confident, to thousands of other newspaper and magazine readers, that she passionately shared the horror of all Americans. But Mr. Brumfield does suggest a novel test for usage of such pictures in the future and I trust that all editors and photographers will take his hint. From now on, when you shoot a photo of someone whose face appears to be etched by tragedy, be sure—before you circulate the photo—that you ask that person, "Excuse me, but do you passionately share the motivations and objectives of those for whom you appear to be weeping?" If the reply is "Get lost," burn your negative. If the answer is "Yes," you may consider using it. And if you're not sure, just contact Mr. Brumfield, who has developed his own unique test for how to tell "objective journalism" from "propaganda."

That's the real tragedy of Mr. Brumfield's letter. Does one have to be a Kent State coed to cry at needless shootings? Does one have to "passionately share the motivations" of the dead to deplore their death? By Mr. Blumfield's peculiar brand of "objective journalism," perhaps we ought to check out the names, ages and street addresses of all the armed National Guardsmen in the Kent State pictures, and apply the Brumfield loyalty test to them.

Mr. Brumfield is, of course, entitled to his own opinions. It seems to me that he makes his own bias quite plain when he speaks of "the delinquency of a minor," "the deeper societal currents which may have contributed to the Kent disaster," and the "product of a troubled background disturbingly common among many of today's adolescents." It is well that he is an editorial writer, for that is precisely where such opinions belong—on the editorial page.

JOSEPH D. KAMIN

Brunswick, Me.

Short Takes

White said the county had even "gone so far as to float blonds on the project," but said the councilmen would discuss the matter further with the association. —*Greenville* (S.C.) *News.*

* * *

Mays, 39, walked in the first inning when the Giants scored five runs. He became the tenth player in history to collect 3,000 hits in the second inning.—*Detroit News.*

* * *

There's always a reason when Washington cuts down on drinking and the main reason, says a sokesman is economic jitters. —*Beaumont* (Texas) *Journal.*

* * *

FOR SALE: High chair for baby with straw bottom. — *Charlottetown* (N.B.) *Guardian.*

* * *

We cannot find words to express our thanks, but we must say, we are convinced there are more angles on earth than in heaven.—*Pioneer* (Iowa) *Record.*

* * *

Prices paid farmers for live poultry went down 6.9 percent last month, while wholesale prices for hides and sins fell 7.9 percent.—*Pompano Beach* (Fla.) *Sun-Sentinel.*

* * *

A crowd of frightened supermarket shoppers watched yesterday as N. W. put a .38 caliber pistol to his head and pulled the trigger twice. Both times the fun failed.—*Camden* (N.J.) *Courier-Post.*

* * *

(E&P pays $2 for amusing typographical errors found in newspapers and reprinted here.)

XUM

White House dinner talk. At breakfast.

The White House dinner conference broke up late. Yet the next morning the story was headlined by New York Times News Service newspapers across the country. Even the President's press people wanted to know how The New York Times broke the news so fast.

The night before, the President had held a closed discussion with 45 corporate and financial leaders. They were worried about the market, spiraling wages, Cambodia, rising unemployment. The President answered their questions and gave them his private reassurances.

And The New York Times had it all—including who said what. How did The Times do it?

All it took was the enterprising reportorial team of New York Times staffers Eileen Shanahan, Robert M. Smith and Robert R. Semple Jr.—working out of The Times Washington bureau.

This is the kind of enterprise that helps New York Times News Service subscribers get readers. And keep them. Call or write R. R. Buckingham, editor, today. To start getting a full diet of news for your readers.

The New York Times News Service, 229 West 43d Street, New York, N.Y. 10036; (212) 556-7088.

Joint operations legalized

President signs antitrust exemption for newspapers

By Luther A. Huston

The Newspaper Preservation Act, after a three-year journey through legislative channels, became law on July 24 when President Nixon signed it at the Summer White House at San Clemente, Calif.

The signing was announced at San Clemente and at the White House in Washington on July 28. There was no ceremony attendant upon the signing, no publishers were invited to be present and no pens used by the President were distributed, as is often the procedure when major legislation is signed into law. No explanation was given of why the announcement of the signing came four days after the action.

The President's signature had been expected since it had been disclosed at Congressional hearings that he favored the bill but no statement was issued giving his reasons for approving it.

The measure, which grants limited exemption from the antitrust laws to joint operating arrangements entered into between two newspapers one of which, at the time the agreement was made, was in financial distress, was passed by the Senate on January 20 and by the House on July 8. The Senate vote was 64 to 13 and the House tally 292 to 87.

Legislative action was completed on July 15 when the Senate, with only one recorded dissenting vote, accepted the bill, slightly amended, as passed by the House.

44 papers affected

The bill preserves joint operating arrangements involving 44 newspapers in 22 cities. Some go back to 1933.

It overturns a federal court decision in the Tucson case, which the Supreme Court of the United States affirmed, that price fixing, profit pooling and market allocation features of the Tucson agreement violated the antitrust laws and reinstates the Tucson arrangement the courts had held to be illegal.

It absolves newspapers which are parties to joint agreements from liability in suits for damages brought against them as alleged violators of the antitrust laws.

While sanctioning existing agreements, the Act requires that any future arrangement between newspapers, one of which was in economic distress, must have the written approval of the Attorney General.

Public interest

In passing the Act, Congress declared it to be in the public interest to maintain a newspaper press editorially and reportorially independent and competitive in all parts of the United States and to preserve the publication of newspapers in any city, community, or metropolitan area where joint operating arrangements had been entered into, prior to passage of the Act, because of economic distress of one of the parties.

To counteract the arguments of opponents that legalizing the existing agreements would permit predatory use of price fixing and other provisions to stifle competition, the authors of the Act wrote in a clause which provided that if the exemptions granted the joint arrangement were used to drive out or prevent the establishment of a competing newspaper the parties to the arrangement could be prosecuted under antitrust laws.

Why it was needed

While the legislation was under consideration in Congress, Morris Levin, spokesman for the joint agreement newspapers, prepared a statement for the legislators explaining the purposes of the bill, telling what it would accomplish, and giving the reasons why it was necessary. He said:

"The Newspaper Preservation Act is intended to correct an inequity in the antitrust laws. Under the law as it exists today, two separately owned newspapers in the same city, at least one of which is failing, can legally enter into a total merger—combining all of their commercial and editorial operations. However, if these same two newspapers, at least one of which is failing, enter into a joint operating arrangement whereby they combine all of their commercial operations but retain separate and competing news and editorial departments, this would constitute a per se violation of the antitrust laws. Thus the law allows a total merger with the elimination of commercial and editorial competition, but prohibits a commercial merger which preserves news and editorial competition.

"The basic purpose of the bill is to preserve the independent and competing editorial voices, thereby stemming to some extent the historic pattern of a decreasing number of newspaper voices in our cities."

Tucson sale required

The legislation now become law was first introduced in March of 1967 by Senator Carl Hayden of Arizona, now retired. Its purpose, frankly acknowledged, was to protect the Tucson newspapers from an antitrust suit instituted by the Department of Justice by legalizing the arrangement. It became obvious, however, that all existing joint arrangements needed protection in the face of Justice Department indications that others would be sued if the Tucson case was won.

As applied to Tucson, however, all the Act does is reinstate the arrangement between the Star and the Citizen which the courts outlawed. It does not absolve William A. Small, owner and publisher of both papers, from a court order directing him to divest himself of The Star. The assumption is, however, that any contract of sale entered into by Small will contain a clause requiring the purchaser of the Star to remain a party to the joint agreement which was effected in 1940 to save the Citizen from closing.

Whatever the contract provides, it must have the approval of the federal judge who handed down the ruling in the antitrust case.

Small said the sale of the Star must await legal proceedings by which the court takes judicial notice of the new law. Since May, he said, the Tucson newspapers have been operating as separate entities in the same plant under the terms of the modified decree.

Until the problem of clouded title is removed, Small explained, no prospective purchaser is likely to want the Star.

When Senator Hayden introduced the bill, then numbered S1312, and called The Failing Newspaper Act, it was referred to the Judiciary Committee and extensive hearings were held by the Antitrust and Monopoly subcommittee under the chairmanship of Senator Philip A. Hart, of Michigan. Witnesses included publishers of newspapers who were parties to joint agreements, Arthur B. Hanson who testified in favor of the bill on behalf of the American Newspaper Publishers Association and a number of members of Congress who represented cities in which joint agreements were in operation.

The array of opposition witnesses included the Attorney General of the United States, representatives of the American Newspaper Guild and other labor organizations, and a number of independent newspaper publishers, including an attorney for the New York Times.

The initial House bill was introduced by Rep. Spark Matsunaga of Hawaii, with sponsorship of an imposing number of other memb rs, and hearings were held by a Judiciary subcommittee under the chairmanship of Rep. Emanuel Celler.

At Celler Committee hearings in both the 90th and 91st Congresses, emphasis was placed on the financial condition of the newspapers involved in the joint agreements. The Committee asked for and obtained the financial reports of all these newspapers and studied them before making its report. The subcommittee reported the bill to the full Judiciary Committee, which reported it favorably to the House, with Chairman Celler dissenting.

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Text of Newspaper Preservation Act signed by President

AN ACT
To exempt from the antitrust laws certain combinations and arrangements necessary for the survival of failing newspapers.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. This Act may be cited as the "Newspaper Preservation Act".

DECLARATION OF POLICY

SEC. 2. In the public interest of maintaining a newspaper press editorially and reportorially independent and competitive in all parts of the United States, it is hereby declared to be the public policy of the United States to preserve the publication of newspapers in any city, community, or metropolitan area where a joint operating arrangement has been heretofore entered into because of economic distress or is hereafter effected in accordance with the provisions of this Act.

DEFINITIONS

SEC. 3. As used in this Act—

(1) The term "antitrust law" means the Federal Trade Commission Act and each statute defined by section 4 thereof (15 U.S.C. 44) as "Antitrust Acts" and all amendments to such Act and such statutes and any other Act in pari materia.

(2) The term "joint newspaper operating arrangement" means any contract, agreement, joint venture (whether or not incorporated), or other arrangement entered into by two or more newspaper owners for the publication of two or more newspaper publications, pursuant to which joint or common production facilities are established or operated and joint or unified action is taken or agreed to be taken with respect to any one or more of the following: printing; time, method, and field of publication; allocation of production facilities; distribution; advertising solicitation; circulation solictaton; business department; establishment of advertising rates; establishment of circulation rates and revenue distribution: *Provided,* That there is no merger, combination, or amalgamation of editorial or reportorial staffs, and that editorial policies be independently determined.

(3) The term "newspaper owner" means any person who owns or controls directly, or indirectly through separate or subsidiary corporations, one or more newspaper publications.

(4) The term "newspaper publication" means a publication produced on newsprint paper which is published in one or more issues weekly (including as one publication any daily newspaper and any Sunday newspaper published by the same owner in the same city, community, or metropolitan area), and in which a substantial portion of the content is devoted to the dissemination of news and editorial opinion.

(5) The term "failing newspaper" means a newspaper publication which, regardless of its ownership or affiliations, is in probable danger of financial failure.

(6) The term "person" means any individual and any partnership, corporation, association, or other legal entity existing under or authorized by the law of the United States or possession of the United States, the District of Columbia, the Commonwealth of Puerto Rico, or any foreign country.

ANTITRUST EXEMPTION

SEC. 4. (a) It shall not be unlawful under any antitrust law for any person to perform, enforce, renew, or amend any joint newspaper operating arrangement entered into prior to the effective date of this Act, if at the time at which such arrangement was first entered into, regardless of ownership or affiliations, not more than one of the newspaper publications involved in the performance of such arrangement was likely to remain or become a financially sound publication: *Provided,* That the terms of a renewal or amendment to a joint operating arrangement must be filed with the Department of Justice and that the amendment does not add a newspaper publication or newspaper publications to such arrangement.

(b) It shall be unlawful for any person to enter into, perform, or enforce a joint operating arrangement, not already in effect, except with the prior written consent of the Attorney General of the United States. Prior to granting such approval, the Attorney General shall determine that not more than one of the newspaper publications involved in the arrangement is a publication other than a failing newspaper, and that approval of such arrangement would effectuate the policy and purpose of this Act.

(c) Nothing contained in the Act shall be construed to exempt from any antitrust law any predatory pricing, any predatory practice, or any other conduct in the otherwise lawful operations of a joint newspaper operating arrangement which would be unlawful under any antitrust law if engaged in by a single entity. Except as provided in this Act, no joint newspaper operating arrangement or any party thereto shall be exempt from any antitrust law.

PREVIOUS TRANSACTIONS

SEC. 5. (a) Notwithstanding any final judgment rendered in any action brought by the United States under which a joint operating arrangement has been held to be unlawful under any antitrust law, any party to such final judgment may reinstitute said joint newspaper operating arrangement to the extent permissible under section 4(a) hereof.

(b) The provisions of section 4 shall apply to the determination of any civil or criminal action pending in any district court of the United States on the date of enactment of this Act in which it is alleged that any such joint operating agreement is unlawful under any antitrust law.

SEPARABILITY PROVISION

SEC. 6. If any provision of this Act is declared unconstitutional, or the applicability thereof to any person or circumstance is held invalid, the validity of the remainder of this Act, and the applicability of such provision to any other person or circumstance, shall not be affected thereby.

Educating Congress was lobbyist's task

The legal pilot who steered the Newspaper Preservation Act through the treacherous legislative shoals was Morris J. Levin, an attorney with degrees from the University of Rhode Island, Boston University and Harvard, who has practiced in Washington for 15 years and knows his way around the halls of Congress and the long corridors of the administrative agencies.

Working with other lawyers, Levin drafted the bill which became a public law with President Nixon's signature and fought it through Senate and House committees and onto the floor as the legal spokesman for the newspaper industry. He was in the battle from the fall of 1967 until final passage by the House on July 8.

Although he registered as a lobbyist for the Tucson newspapers and represented them primarily during the three year legislative struggle, he had authority to speak for all but two of the 44 newspapers whose joint operating arrangements were jeopardized by actual or potential prosecutions under the antitrust laws. At Senate and House committee hearings in the 91st Congress he was the only spokesman for the newspaper industry.

His biggest task in both the 90th and 91st Congresses, Levin said, was to "educate Congress as to the problems of the newspaper industry" and to convince members of the Senate and House judiciary committees limited exemption from the antitrust laws for the newspapers that otherwise might have gone out of business did not open the doors to predatory anticompetitive practices.

In the 90th Congress, Levin says, the process was self-educating. At the hearings before the Senate antitrust and monopoly subcommittee of which Senator Philip Hart of Michigan was chairman, there was a "parade of witnesses" whose testimony filled seven thick volumes of committee reports. These hearings were on S.1312, the original bill introduced by Senator Carl Hayden of Arizona, then called the Failing Newspaper Act. The witnesses were publishers, lawyers, labor union leaders, college professors and sundry citizens who were invited to present their views.

"We learned from the testimony of these witnesses and the comments and questions of members of the subcommittee what were the objections that had to be overcome before a bill could be gotten through Congress," Levin says, "What we learned enabled us to redraft the original bill into the Newspaper Preservation Act in the form that Congress accepted."

Although unchanged as the the basic purpose, the bill which was introduced as H.R.279 in the House and S.1520 in the Senate differed considerably from the original Hayden bill.

The basic purpose was to save the joint arrangement between the Arizona Daily Star and the Tucson Daily Citizen from dismemberment at the hands of the Department of Justice's Antitrust Division and protect the other joint arrangements from future attempts to break them up. That became Levin's primary job. After the decision of the Arizona Court that the Tucson arrangement violated the antitrust laws and the U.S. Supreme Court's affirmation of the Arizona decision, Levin and the sponsors of the bills knew that only legislative action could save the joint arrangements in Tucson and elsewhere.

"Up to the time of the Supreme Court decision we had hoped that the Court would recognize the problems of the industry," Levin says. "But after the decision we knew that the only hope was in the Congress and that we had to overturn the Supreme Court's ruling by legislative action."

Levin was qualified to "educate" Congress as to the industry problems and the antitrust laws involved by his varied experience as a Washington lawyer.

He came to Washington in 1956 as a Department of Justice "recruit." He was first in the office of Alien Property and later in the Antitrust Division and at one time was on the staff of William P. Rogers, then the Deputy Attorney General under Herbert Brownell.

Levin stayed with the Department of Justice until the fall of 1958 when he became senior trial attorney for the Post Office Department. He left that post in October of 1959 to enter private practice but in 1961 he left private practice to become counsel for the Senate Committee on Commerce. Leaving that Committee in 1963, Levin returned to private practice in which he is still engaged.

It would be misleading to credit Levin alone with the success of the three-year drive to save the joint operating arrangements from government prosecutions that threatened them. Other lawyers and many members of Congress worked hard to get the legislation passed but Levin was in the fight from the beginning and his often was the legal hand on the helm.

22 'agency' cities

The 22 cities in which joint agreements are in operation are Albuquerque, El Paso, Tex., Nashville, Tenn., Evansville, Indiana, Tucson, Madison, Wis., Fort Wayne, Ind., Bristol, Tenn-Va., Birmingham, Ala., Lincoln, Neb., Salt Lake City, Utah, Shreveport, La., Franklin-Oil City, Pa., Charleston, W. Va., Columbus, Ohio., St. Louis, Mo., Pittsburgh, Pa., Honolulu, Hawaii, San Francisco, and Miami.

Editors, admen can improve food image

Newspaper food editors can do a great job in explaining to consumers in terms they understand the story of food additives and other matters that are under the umbrella of product safety.

And there must be countless stories which could relate to readers the benefits of competition, and how it has brought an endless parade of exciting new products as well as improved, older products to the American homemaker.

Those were some of the thoughts of James S. Fish, vice-president/advertising and marketing services, General Mills, Inc., expressed by him during the International Newspaper Advertising Executives sales conference in Minneapolis recently.

Some manufacturers, Fish said, have already covered editors with the kind of information he talked about and he assured the ad executives that if food editors are interested in using their columns to bring the interesting stories from behind the scenes, any manufacturer would be happy to cooperate. And, Fish continued, if the paper is located in cities with food plants, there can be an extra-rich harvest of information which could be better told through editorial columns than through advertising.

Admen have influence

Fish said admen have substantial influence in ongoing relations with food retailers and wholesalers, and with manufacturers, and might well be the catalyst to bring all these forces together constructively under the banner of self-regulation.

The machinery is probably there, Fish added, and the admen's interest or leadership might well provide the spark for a truly great response to the issues being faced today.

Personal efforts can pay out handsomely for all, Fish pointed out, because the danger of consumerism always has been in substituting emotion and bias for reason and judgment on issues involving selling and marketing practices.

An honest approach to the grievances of food buyers by the Loblaw Groceterias Co. Limited of Toronto, Canada and a more interested attitude toward consumers substantially increased business, according to Lawrence M. Sugarman, general sales manager of Loblaw.

The innovat've program, including a customer questionnaire which drew 65,000 answers, resulted in giving Loblaw a new look which was communicated chiefly through newspapers, Sugarman said.

The "down-to-earth" approach paid off in a 25 per cent sales gain in the first year of the new look, Sugarman said, and the company has been able to maintain it—even though competition has grown keener.

All media, he said, played a role in the program from an editorial viewpoint, because what Loblaw did and the way they did it made news.

"Our company learned not to frightened stiff of the press," Sugarman remarked. "We view the press as potential allies—who can help tell our story to the public. We now know that companies who stay silent are bound to be losers in the 70's.

Jack Wills, director/frozen foods marketing, Green Giant Company, Minneapolis, said manufacturers need and want the help of advertising people in better communicating to the consumer the products available in local retail food outlets and the ways in which the store's products can be utilized by the housewife in an imaginative appetite-appealing manner within her home.

"You, too, he told the conference, "must understand consumer needs and desires. You, too, must understand your corporate capabilities. And you must improve and change and repackage your existing product—newsprint—to create an exciting and beneficial experience for Mrs. Homemaker."

Wills advised the use of more two color and four color retailers food ads, greater use of SpectaColor and Hi-Fi printing processes, and full integrated, color food sections within the newspaper itself.

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On senator's staff

Matthew Surrell, former news director at WJR radio station in Detroit, has accepted the post of press secretary to U. S. Senator Robert P. Griffin, Michigan Republican. He replaces John W. Hushen, a former *Detroit News* reporter who is now director of public information at the Department of Justice in Washington.

Ad-ventures

By Jerry Walker Jr.

A "relaxed deadline" is being put into effect by the *Hagerstown* (Md.) *Herald-Mail* for 1971 model car announcement ads. Factory and agency personnel are being instructed by Robert D. Ames, advertising director of the Herald-Mail to send printing material as usual and to advise him by "noon day prior" for insertion in the next morning or evening edition. Insertion, he said, is "guaranteed for color as well as black-and-white ads." Ames said the move was taken to "add flexibility and to ease scheduling problems" due to the possibility of a strike by auto workers.

* * *

No PR cut backs. Hill and Knowlton Inc. is the latest big public relations firm to publicize a survey supporting the industry to offset bad publicity in the *Wall Street Journal* recently. The principal finding being touted is that a majority of U.S. business corporations were found to be spending as much time, and money —and many are spending more—on financial public relations during the declining stock market as they did during the bull market. "The survey does not support any belief that businessmen are cutting back the financial public relations function in these times to save money," Bert Goss, H&K chairman, said.

* * *

Family Weekly facts. The syndicated rotogravure magazine's circulation list is at an all-time high of 7,719,951 in 250 daily newspapers in middle-size markets. The print-order exceeds 8,100,000 copies, for which the newspapers pay at the rate of $5 per 1000 to Downe Communications. California, Texas, New Jersey, Illinois, Ohio, Florida, New York, Michigan, North Carolina and Pennsylvania are the states with the largest circulation. Five states—Montana, Rhode Island, Maine, Delaware and Hawaii are the only ones without distribution and a subscribing newspaper. Since it started in September, 1953, Morton Frank, publisher, has held fast to a policy of being the only roto magazine in its subscribing papers. In addition, of the 250 cities, in only eight is there a roto magazine in competition in another newspaper. For the first six months of 1970, the average size per issue has increased from 21.38 pages to 22.76 pages, a gain of 6.45% in size; linage is 13.59% ahead of the same period in 1969, Frank said.

* * *

Political campaign. James L. Buckley, Conservative candidate for United States Senator in New York, has allocated about $1 million for a television advertising campaign. The Agora Group, a company specializing in new product development, has been selected to create and place all advertising, according to F. Clifton White, former Barry Goldwater aide who is Buckley's campaign manager. Agora was formed two years ago by Philip Nicolaides, a Foote Cone & Belding alumnus and former public relations director of Mutual Broadcasting System. Buckley, brother of William F. Buckley Jr., syndicated newspaper columnist, is pitted against Charles Goodell, the Republican-Liberal candidate, and Richard Ottinger, who won the Democratic nomination with a broadcast campaign that cost $1.8 million. Some wealthy magazine and newspaper publishers are in Buckley's corner.

* * *

Retailer cuts tv budget. Garfinckel's department store in Washington, D.C. has all but given up on television advertising after a brief trial period during which the tv budget represented about 15% to 20% of the total ad allotment. David Waters, president, confirmed a report in *Women's Wear Daily* on Wednesday (July 29) that the store management had reached a decision to make only minimal use of tv from now on. He said they found as other stores have that "you don't get conversion to sales from tv. It promotes awareness, but apparently it doesn't bring people into the stores." Waters said the total ad budget will be the same percentage of sales as last year, but the money will be directed to newspapers and radio. Another factor mentioned by Waters as having a bearing on the cut back in tv was the high production costs. A decision is also being weighed as to whether or not an advertising agency should be retained. The store, which has operated without an agency, has been "talking with several," his office said.

XUM

UNITED NATIONS AND THE PRESS—It was December, 1961, when U Thant, as acting Secretary General, met for the first time with accedited members of the press at the UN. On the dais with him are other officials of the UN Secretariat.

Status of press at UN hangs on a preposition

By Spyridon Granitsas

Prepositions are extremely important for the command of "every civilized language," ordains the Lincoln Library Grammar.

Over the years, in the United Nations proceedings, many resolutions have been delayed, and for considerable periods of time in order that the proper preposition may be used before the voting.

"Everyone has the right to the protection of the law," states article 17 of the International Convenant on Civil and Political Rights, "against . . . interference or attacks." Is it *against* interference or *from* interference? In French, an "equally authentic official language," the preposition used is '*contre*.' According to Canadian bilingual experts, '*contre*' is the right prepostion in French but the wrong one in English. It should be *from*.

In or of government

What are the prepositions, if any, employed to denote the position of the press at (or is it "in"?) the United Nations?

One of the earliest resolutions of the General Assembly (February 13, 1946) stated that "the United Nations cannot achieve its purposes unless the peoples of the world are fully informed of its aims and activities."

Similarly, the founders of the United States, considered informing the public to be a function of democracy. But they refrained from setting up an official information system. Instead, the informing function was turned over to the press.

"Officials from the first have had to adapt to the anomaly of an information system that is *of*, but not *in*, the government," writes William Rivers, a former Washington correspondent, in his book "The Opinionmakers."

One could, of course, easily name many countries where the press is in the government. In some instances the head of an information agency, as Sergei Lapin of the Russian Radio and Television Committee, holds ministerial rank.

The United Nations seem to have followed an ambivalent course in regard to the press. The General Assembly in its very first session approved the creation of a "sound foundation for the public information policy and activities of the United Nations." Yet, at the same time they have avoided to spell out the legal framework of this operation.

Do journalists have rights?

It was noted in an earlier article in E&P that the Charter does not mention the word "press" at all. What, then, delineates the rights and duties of the press? Is there any right for the journalists to be there? Is it possible that under an authoritarian administration in Washington and an unfriendly Secretary-General at the UN, that they may be chased away?

Fantastic as it may seem, the answer is yes. Or, at least, it is technically possible to bar from the UN the majority of journalists, especially the ones who come from abroad.

The instrument which enables the journalists to get to the UN is the Agreement between the United Nations and the United States regarding the Headquarters. This Agreement was signed at Lake Success on June 26, 1947. Article 4, entitled Communications and Traffic, reads partly as follows: "The Federal, State or local authorities of the United States shall not impose any impediments to transit to or from the Headquarters district of . . . representatives of the press or radio, film, or other information agencies, who have been accredited by the United Nations in its discretion after consultation with the United States."

The fact that the UN is obliged to enter into consultation with the U.S. government does have an inhibiting effect to those journalists whose views may not be in agreement with those of the Administration in Washington. Further, the Agreement speaks only about the "transit to or from the Headquarters district," which may be interpreted that one does have the right to "transit" but not the right to reside in New York City. Or, the journalist himself may have that right but not his family.

Some were excluded

These are not far-fetched interpretations, for in the Joseph McGarthy era they were invoked and several foreign journalists were excluded. True, the UN does have the right to accredit correspondents after a certain lapse of time even against the will of the U.S. Government. Yet, the procedure is a tortuous one and it presupposes that the Secretary General is willing to antagonize a powerful member for the sake of one correspondent.

(This is the third article in a series of reports on the United Nations and the Press. Spyridon Granitsas, now on the editorial staff of E&P, has worked as a journalist at the UN since 1955.

SOME OF THE NEWSMEN who cover the United Nations on a regular basis are seen at a press conference.

The Secretary-General may do so if the correspondent in question represents a newspaper of another powerful member, say the Soviet Union, but it is highly questionable that he will decide in a delicate moment in international relations to stick his neck out for the solitary correspondent from Ruritania.

Yet, the most important aspect of this methodology—which is also of very practical significance — is the fact that the most vulnerable journalists are those who represent nongovernmental media, alias the free press. If the correspondent from Ruritania represents an official government newspaper, then the ambassador of his country will protest. This happened when U.S. Immigration authorities barred a Polish correspondent in the early 1950s. But if the correspondent does not have such an official support, he has no way to protect himself, no legal ground to stand on.

And this again is not an imaginary situation, for the UN accredits correspondents "at its discretion." There are no firm rules and regulations. Those in existence are at best empirical and at worst capricious.

What handbook says

Many controversies arose over the years on this point but the situation has not improved. The 1958 Report of the Expert Committee on UN Public Information found out that "one of the major difficulties in reviewing the work of the Office of Public Information . . . has been to obtain a body of operative principles governing . . . the activities in the field of public information." It also said that there were many complaints from journalists "about pressure of space . . . and present accreditation policy."

The 1966 "Handbook for Correspondents" (preposition: for) attempted to clarify the situation. It starts with lofty principles: "to encourage as wide a dissemination as possible in all parts of the world . . . to provide services and facilities to the maximum extent possible . . . to be helpful to them."

The criteria it sets for accreditation are, that the correspondent be *bona fide* and that the medium he repesents is also *bona fide*, and that he is actively engaged in covering the Unted Nations. Then it adds that after this "initial evidence" it may require a "personal statement to the effect that he or she is solely or primarily employed in the profession of journalism . . . and that such activity constitutes his or her sole or main source of gainful employment."

Would that mean that an official will have the right to examine income tax returns? And does a UN officer have the right to question a letter of accreditation signed by the editor of a newspaper in which he appoints Mr. X as his correspondent? And if he decides against the correspondent, what avenues are open to the journalist to reverse the ruling?

On the 'should' list

The "Handbook," having set forth the principles, it proceeds to practically dictate the behavior of the correspondent in a rather peremptory fashion: OPI must lay down firm criteria; office space must be used exclusively for the coverage of UN news; press releases must be collected in person; correspondents must return promptly to the press area when the Chairman indicates that a meeting is about to begin; the use of cameras must be in accordance with safety regulations; photography must be terminated immediately when a meeting is called to order; the wishes of the officers of the various Councils, Committees and Commissions must be carefully respected when one photographs them.

After numerous "musts" comes the turn of the "shoulds": the letter of accredetation should state the name of the representative; at the time of renewal the media should be prepared to offer further evidence of professional standing, and so on. There are in all more than 20 "shoulds," including the one that correspondents should report all property lost and found to the Security Office.

There are of course, painful as it is to admit, serious reasons for all these regulations: one of them, the existence at the UN of many non-*bona fide* journalists. Some do "work" for nonexistent media, some may be supported by outside sources, and at one time a fugitive from justice posed as a journalist.

The other reason is lack of space. The "Handbook" mentions a dozen or so times that facilities are limited and there simply isn't enough room for everybody.

Admitting both of the aforementioned limitations, it still does not make the situation any rosier for the professionals. There ought to be another, more equitable and dignified way, to handle the problem of the press, whose participation at (or in) the United Nations has been deemed essential in order that the UN "achieve its purposes." In short, it must be decided "Whither the press?"—in, at, of or outside the United Nations?

When a journalist was asked while in a lecture tour of the United States, if he is "with the United Nations," he answered: "I am not with, for, in or against the UN—I am at."

City's police force sues for $19 million

A libel suit has been filed against the *Youngstown* (O.) *Vindicator* by a group of Warren policemen and their wives.

The suit filed by 159 plaintiffs alleges the Vindicator "maliciously and falsely" printed a story saying a "wife swapping club" existed among members of the police department.

Each of the plaintiffs, claiming earning capacities have been damaged, asked $25,000 compensatory damages and $100,000 punitive damages—a total of $19,875,000—plus court costs.

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Parents must sign

The *Patriot-News* newspapers of Harrisburg, Pa. have adopted a form for engagement announcements requiring the signatures of the parents of both the bridegroom-elect and the bride-elect.

Editor buys station

Floyd L. Wynne, former managing editor of the *Klamath Falls* (Ore.) *Herald and News*, then associated with the Scripps League of Newspapers in Petaluma and Napa, Calif., has returned to Klamath Falls where he has completed negotiations for the purchase of radio station KFLW from David F. Snow, owner of the station since 1960. Transfer of license is pending approval of the FCC.

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Free weekly magazine

The publishers of the *Sunday Observer* in Melbourne, Australia, are preparing to issue a new magazine, primarily for women, that will be distributed free to 650,000 homes every week. Called MAG, it will be printed in tabloid format on a new Goss Urbanite offset press and will contain only feature articles and pictures.

De Luce retires; Gallagher names 3 to AP posts

Daniel De Luce, Associated Press writer and executive for 40 years, is retiring August 1.

De Luce, 58, is taking early retirement to concentrate on writing several books which he has been planning for years.

Capping a reporting career which brought him a Pulitzer Prize and other awards, De Luce recently won admission to North Vietnam, toured South Vietnam and wrote a series of articles presenting his impressions of both sides of that war-torn country.

AP General Manager Wes Gallagher said De Luce's retirement required an executive reorganization in the AP communications and other administrative functions formerly guided by De Luce as assistant general manager.

David L. Bowen will be responsible for all communications functions, including research and maintenance, with the title of director of communications.

Conrad Fink, who recently returned from foreign service to become special assistant to the general manager, will be responsible for AP promotion and Wide World Photos Inc., a wholly-owned subsidiary of AP.

Ronald Thompson, former membership executive, will succeed Bowen as assistant to Deputy General Manager Harry T. Montgomery in membership and corporate functions.

De Luce started as an AP copy boy in San Francisco in 1929. He later worked in the Los Angeles bureau while attending the University of California, from which he was graduated magna cum laude in 1934. He spent a year with the *Los Angeles Examiner* after graduation and then rejoined AP as a newsman in 1935.

Shortly before World War II, he was assigned to Budapest and then covered fighting in both the Atlantic and Pacific theaters.

De Luce astonished the Allied world in 1943 with four dispatches under the dateline: "At Partisan Brigade Headquarters, Yugoslavia." He had penetrated a Balkan country sealed off more than two and a half years by German and Italian occupation troops.

De Luce earned a Pulitzer Prize for this reporting.

De Luce became AP chief of bureau in Germany after the war and in 1956 returned to the United States with assignments in the international news agency's membership department to carry out various projects, principally in communications.

Bowen holds degrees in journalism and mathematics from the University of Texas and a master of arts degree for journalism studies from Marquette University. He began his newspaper career as a reporter on the *Temple* (Tex.) *Daily Telegram*. He joined AP in 1950 at Milwaukee.

Fink, a former Marine officer and University of Wisconsin graduate, began his newspaper career on the *Bloomington* (Ill.) *Daily Pantagraph*.

Fink joined AP in Chicago in 1957 and reported news stories breaking throughout Asia.

In February 1970, with AP-Dow-Jones reaching 17 countries, Fink was transferred to New York and named a General Executive assigned to the General Manager's office for special projects. Thompson joined the AP at Dallas in 1961 and later served as correspondent in charge of the San Antonio bureau prior to moving to Houston.

Thompson, a native of Paris, Tex., was news editor of the New Orleans bureau before his elevation to membership executive in 1968.

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Controller appointed

Christian C. Christiansen has been appointed controller of the *Record*, Hackensack, N.J. Robert Donaldson, Record controller for several years, will become assistant treasurer. Christiansen has been controller of the Sealtest Division of Kraftco Corp.

Presidential scholars interested in writing

Nearly three-fourths of the nation's top high school students, the 1970 Presidential Scholars, are potential writers or editors, the Newspaper Fund reports.

The following information was outlined by the Commission on Presidential Scholars:

— 32 Scholars edited their school newspapers.

— 17 Scholars were newspaper staff members.

— 29 Scholars, many of whom also worked on their school newspapers, took courses in journalism and creative writing, or were members of journalism clubs in their schools.

— 10 Scholars have announced plans for journalism careers.

BRUCE HAEGLEY
1110 Blenheim Avenue
Absecon, New Jersey

July 12, 1970

to set lines in order. Can you
bothers me though. Why is it so hard
I have been reading the A.C.

Dear Editor,
imagine the difficulty trying to absorb the
impact of an important news story while
piecing it together 11 pica line by 11 pica
Press for many years. The Press has given
line.
enjoyment as well as enlightenment to me
and my family. There is one thing that

Yours truly
Bruce Haegley

THOSE TRANSPOSED LINES!—This poignant appeal by a reader to keep the lines of a story in order was received by the editor of the Atlantic City (N.J.) Press.

Recycled newsprint spurs newspaper salvage drives

By Lenora Williamson

"Only God can make a tree . . ."

But man can save 17 of them with every ton of newsprint salvaged from refuse and recycled. That recycled newsprint itself can be salvaged to repeat the process time and time again, resulting in even greater conservation. And for each ton of newsprint recycled the air pollution and refuse disposal costs of municipalities are lessened.

Reason enough for communities and civic groups to consider salvaging newspapers from household refuse?

If not, then how about the fact that everybody concerned makes and/or saves money with every ton, including the publishers who buy the recycled paper at about $7 a ton less than the virgin newsprint price?

Communities that have undertaken salvage of newsprint whether by ordinance or volunteer cooperation report profitable satisfaction to official budgets, taxpayers, and civic groups. And there is no mention of a disposal subsidy on the taxpayer or disposal tax on the product, as in the case of New York City statements recently (E&P April 18).

Garden State Paper Company Inc., the only company in the world manufacturing newsprint entirely from old newspapers, is actively engaged in encouraging municipal leaders and civic organizations to consider benefits of garbage collection systems which call for separation of newspapers and other refuse in order to stimulate a reliable flow of newsprint to its mills.

Separated from trash

Wiliam E. Hancock, director of paper stock procurement for Garden State's three plants and in that role closely associated with developing municipal projects, stated: "By separating newsprint from the trash, a municipality's garbage volume can be substantially reduced since newsprint can represent as much as 40% of a homeowner's garbage yield. Local groups can then be organized to collect the paper using the proceeds as regular income."

Garden State produced 320,000 tons of newsprint from 365,000 tons of old newspapers last year and paid more than $9 million to those who collect and sort old papers.

"Each year we save in excess of 5 million trees," Hancock declared.

For years old newspapers have been reclaimed to produce various paper products, but no satisfactory process was found for making reusable newsprint until Richard E. Scudder, publisher of the *Newark* (N.J.) *Evening News* and president of Garden State, purchased rights to an unsuccessful de-inking operation and inaugurated experiments in the 1950s. A method was developed via a kind of laundry process, and the first commercial roll of recycled newsprint came through the new plant in Garfield, N.J., on October 26, 1961.

$28 million business

That first plant was occasionally referred to as "Scudder's Foly" by some in the industry, but not any more. Another plant was built in Pomona, California; and later Garden State and Field Enterprises Inc., joined to open the Alsip, Ill., plant, known as the FSC Paper Corporation. Sales of Garden State paper have grown from $7 milion in 1965 to $28.7 million in 1969 with 150 customers in 21 states. The concern is now owned by the Richmond-based holding company, Media General Inc.

At the present time, Garden State does not purchase its newspaper supply directly from the general public. It depends on brokerage firms to supply the mills at prices fluctuating from $24 to $36 a ton. In the East, paper is purchased from Bruno & D'Elia of Hackensack, N.J., and Great Eastern Packing and Paper Stock Corporation of Roselle, N.J. The Alsip mill purchases from Pioneer Paper Stock Division, Container Corporation of America in Chicago, and on the West Coast, the Pomona mill deals with Garden State Fiber Company Inc., of Pomona.

Only newspapers are purchased. Hancock explained that magazines contain non-soluble glues in bindings and a clay coating representing about 25% weight that washes away during the repulping process. "Since we buy paper by weight, the 25% weight loss is unacceptable," he said.

In its program aimed at increasing salvage of newspapers, Garden State offers an information bulletin, "Three Steps to a Profitable Paper Drive," for organizations and also information to communities on how they can curb rising refuse costs by separating newspapers from garbage. The paper drive manual and information may be obtained by writing to Hancock at the Garden State Paper Company, Inc., 950 River Drive, Garfield, New Jersey.

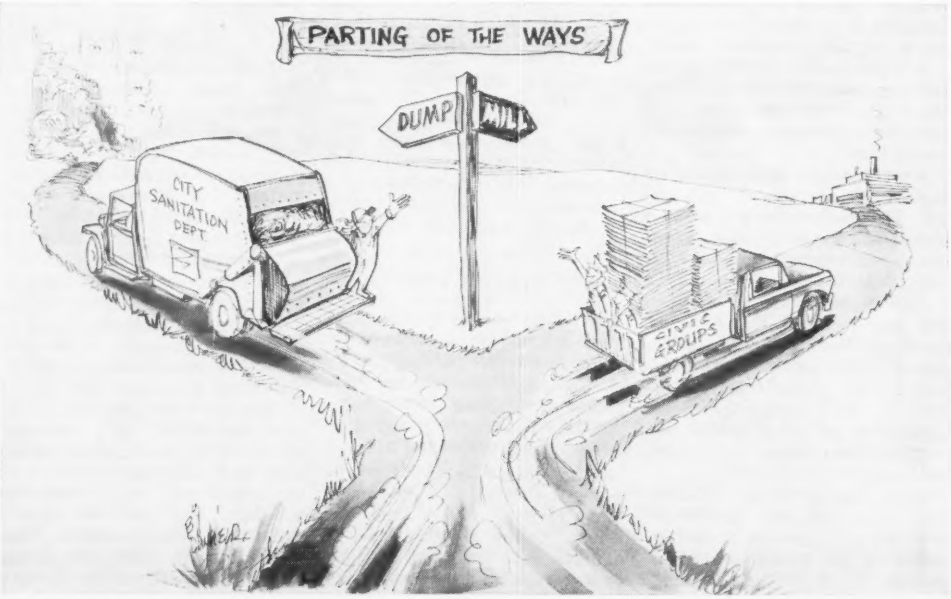
Community project

For the individual householder anxious to save newspapers, Hancock suggests recourse to organizations and drives or activity in getting home town governments to require separation of newspapers from other garbage and refuse, such as that recently inaugurated at Irvington, N.J. Also, he suggests the "yellow pages" listing of paper stock dealers under "waste paper" for investigation of the local supply situation.

Garden State has cooperated with two New Jersey communities in preparation of salvage programs. In Irvington, it became mandatory last April to separate newspapers from garbage. Director of Public Works Edward Mzorek told E&P that people are "getting used to the idea". The city runs twice-a-week solid waste collections and bound papers can be put out then. Usually, "scavengers" have the papers by morning when they are put out at night, and the city doesn't have to bother, Mzorek said. Saturday collections are assigned to charitable organizations that furnish their own manpower and do their own publicity, and benefit by funds raised in sale of the papers.

Apartment houses and garden apartments are cooperating completely, according to Mzorek. So long as the papers get recycled, Mzorek said Irvington

(Continued on page 35)



Manufacturers offered 'package buy' plan by new co-op ad firm

By Jerry Walker Jr.

"The word today," says Arthur Fay, vicepresident of the newly formed Advertising Data Services' co-operative advertising division, "is . . . 'buy it by the market'."

A tight money economy has begun to turn the tables on those advertising agencies who for too long have bypassed newspapers for national buys in other media simply because they were easier to handle and often represented a greater net profit factor, Fay said in an interview at his new offices at 366 Madison Avenue in New York City.

"Network tv was easy to sell to the client because it had glamor, while magazines had editorial pizzazz and a merchandising staff. But all that is starting to change, he said, and clients are pressing their agencies for more substantial proof that the dollars invested are producing measurable sales results and that media are living up to their promises of brand merchandise assistance.

Symptoms of change

The "symptoms of change" are in evidence all around, Fay said, in pointing out that:

- "Magazines were losing money; so they went to regional editions.
- "Manufacturers like North American Phillips (Norelco) and Uniroyal are buying the services of local advertising agencies to work out campaigns on a market-by-market basis.
- "Independent media buying services have sprung up to buy local packages of time, and agencies and manufacturers are using them.
- "Monsanto is dropping its regular ad agency services and will buy their creative promotions on a project-by-project basis, with special emphasis on individual markets."

Fay feels confident that in this trend there is a real opportunity for newspapers to increase advertising linage by persuading manufacturers to allocate their co-operative and national advertising dollars directly to their dealer outlets for placement in local media.

"More and more media," Fay noted, "are offering 'packages' of space and time to manufacturers to use directly with the dealers of their products at costs below the national open rate and in many cases at local rates." As money becomes tight, this direct approach becomes more enticing to a manufacturer, he said.

Working with NACON

Fay believes that the newly instigated Newspaper Advertising Cooperative Network (NACON) which consists of 46 newspapers, and at the present time, 35 full-time co-op coordinators, will provide the "impetus needed by the newspaper industry and manufacturers to get them off their backsides and onto the practicalities of local promotions that are creative and produce direct sales results for the retailers." He indicated that ADS will work closely with NACON.

C. M. "Chuck" Bresnehen, president of NACON, and co-op coordinator at the *Oklahoman* and *Times* in Oklahoma City where NACON headquarters are located, said membership in the group has been closed.

Fay said ADS is proposing to manufacturers that they make "direct allocation of funds" both co-op and national, to their dealer outlets for local market campaigns, complete with a advertising theme for all dealers to follow.

The ADS plan would differ from the customary widespread practice of allocating co-op funds to distributors for redistribution to dealers. Fay, who has 16 years of experience in handling co-operative advertising, said often the dollars reach only the "favored dealers" when it is done this way, which creates a seriously lopsided distribution pattern in a market and curtails the growth of strong secondary points of sale.

Theme needed

"National funds spent on network television or radio, or in print, and co-op funds allocated to dealers to create their individual advertising, water down the effectiveness of a manufacturer's ad dollars," Fay said.

On the other hand, "if advertising is themed strongly to the local market needs and all dealers follow that theme, a manufacturer truly has a tailor-made campaign."

Just as important, he said, is that with direct allocation of funds to dealers with the help of media satisfies the manufacturer's need to treat all dealers on a proportionate basis under Robinson-Patman Law.

A direct program

In detail, Fay described how a manufacturer would create a "direct - to - media - and - market program."

"First, the manufacturer would determine how many markets he wanted to 'buy into' and specifically identify those markets by an accepted definition, one which the Federal Trade Commission recognizes as objective and not slanted toward a manufacturer's goals.

"Next, ADS would suggest that the budget be determined which is based on previous year, or season purchases by distributors in the specific markets, and in line with sales objectives for the current year or season.

"Thirdly, the manufacturer will be asked to give the market and budget information to ADS to feed to individual newspapers who will convert the dollars to lines based on a local package buy.

"For the fourth step in the plan, the manufacturer will review the linage and if adequate, advertising materials will be developed for the newspapers to help them work up the campaign."

In the package

This package would include: Names and addresses of distributors in the market area; mats and glossy repro proofs of product artwork plus copy slugs and suggested ad layouts; product literature; and details about timing of promotion, suggested size of ads, minimum copy requirements.

"Fifthly, ADS would act as the liaison between the manufacturers and newspapers to be sure distributors are brought into the picture immediately. An ADS representative works with the media, their retail staff and distributors in combination with the dealers to be sure that the manufacturer is getting proper and proportionate coverage. This includes setting up exclusive ads for the larger dealers and combining non-competitive smaller dealers in single, dominant space ads.

As ads are ordered by ADS or run by dealers, Fay said a payment procedure is worked out with the media. In some cases ADS will pay the media direct, while in others, the dealer is paid direct or through the distributor. Fay said ADS has developed a "unique method of arriving at a cost-per-thousand payment system." He said it works directly with media local rate cards to come up with a fair payment based on exposure. The system will be programmed into a computer.

The system, he explained, eliminates the retailer's "vendor rates" by allowing a manufacturer to tell a dealer exactly how much it will pay for an ad of any size.

To complete the "direct-to-media-and-market" program, Fay said ADS will recap payments to the manufacturer by providing full documentation of ads run. Finally sales activity is documented and recapped for the manufacturer.

Fay said the entire program will be packaged by ADS, including preparation of mats, and assist newspapers in coordinating the local activities.

Dealer tie-in campaign

Fay said ADS has been retained by *Ladies Home Journal*, a magazine published by Downe Communications, to develop a local market campaign involving newspapers and dealer tie-in ads. He said he was not permitted to disclose at this time another major "package" promotion involving a Hi-Fi preprint campaign for the fall of 1971.

Package promotions are not new. *Seventeen* magazine has been relying on this technique for years to merchandise products advertised in special theme issues. Its latest promotion is scheduled for September when an estimated 289 specialty and department stores will tie-in with a ready-to-wear and innerwear promotion.

Based on Seventeen's back-to-school issue with its 26 page fashion portfolio and six-page innerwear feature, the tandem promotions focus on the new fall fashions. Participating retailers will back the program with fashion shows, newspaper ads, radio commercials, displays and publicity.

Retailers backing the program are required to carry the September cover outfit plus 10 additional fashions from the editorial pages. Stores cooperating with the innerwear promotion are required to carry four sets of lingerie and foundations feature in the issue.

Counter-media press picks up Agnew line

By Spyridon Granitsas

A biblical account of the genesis of the anti-Establishment press might read: In the beginning there was no word; and silence was upon the face of the deep. And the Underground said: let there be word. And there was word—plenty of them.

Exegetes of the passage interpret it: "Hippies would have laughed in mid-1967 at the suggestion to become politically involved, especially in a system they termed depraved," writes Merilee Fenger in the *Montana Journalism Review* in 1969.

The hippies of that bygone era had one solution for what they saw as a sick society—drop out. Use no word to communicate with the "straight" world. Their newspapers were uninvolved.

Then, by 1968, came the word: most underground newspapers were printing hard news—political events, the war in Vietnam, criticism of the police, the New Left, the Free Speech Movement in San Francisco.

Getting off war topic

In March 1968 there were more than 50 underground newspapers with a circulation of more than 300,000 according to the *Wall Street Journal* (March 4). With few exceptions, these newspapers were grouped around one issue: the war in Vietnam.

A little more than a year later, the picture was different: there were an estimated 600 such newspapers with considerably larger circulation, a reorganized news service (Liberation News Service) and a growing affiliation (Underground Press Syndicate).

Yet, the main new elements seem to be the following:

1. Many newspapers do not deal exclusively with the war. On the contrary, the issues are broad and varied.

2. Journalists themselves are turning to criticism of the media.

3. New groups and organizations of varying political philosophies are being formed in order to criticize and, eventually, change the media, especially the press and television.

The pioneering *Chicago Journalism Review*, despite its economic difficulties, inspired other journalists to start their critique of the news media. Efforts to publish similar reviews have been reported from a dozen cities. (See accompanying list).

In earlier years, the underground press defined itself in various ways: "The youthful voice of rebellion. The exciting new style of journalism.' (The *Underground Digest*, January, 1968). Or the "ideological front of revolution . . . An underground newspaper is, by its very existence, a standing challenge to establishment politics." (*Los Angeles Open City*, March 1968). Or it stressed the "experimental" journalism because writers report what they "live, see, think, and even smell." (*Washington, D. C. Free Press*, April, 1968).

Concerned with standards

Today most papers are no longer underground; their scope is far broader: "Freedom of the press begins in the newsroom," declares The Journalists Newsletter of Providence, R. I. and it adds: this is "the first of a series of critical reports on the newspapers we work for . . . Our concern is not the niceties of style and grammar, the clarity of sentence structure . . . We are concerned with the quality, the values, the standards, the judgments, the honesty and the integrity of these newspapers."

Overload, a broadsheet issued by the New People Media Project, states as its purpose "to expose the structure and functions of the mass media in America and develop people's alternatives to them . . . We see ourselves as part of the movement for revolutionary social change in America."

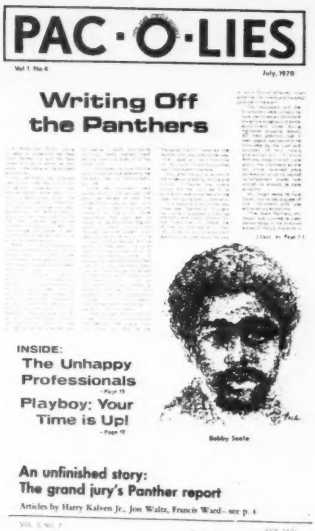
The first issue of *Inside Media* (March, 1970) states that the people "who put together the issue have wide political differences, but we agree on a lot, too." On what do they agree? That the "job frustrations have something to do with the way the jobs are defined. And with the hierarchies in our companies. And ownership of the companies. And the theories of journalism and business we are taught. In fact, we begin to perceive that our own 'professional' problems aren't unrelated to the media's failure to serve the public interest."

freedom of the press begins in the newsroom

THE JOURNALISTS NEWSLETTER

EMPRISE: SEE NO EVIL - PRINT NO EVIL

OUR PURPOSE


PAC·O·LIES

Vol 1 No 4 July, 1970

Writing Off the Panthers

INSIDE:
The Unhappy Professionals
Playboy: Your Time is Up!

Bobby Seale

An unfinished story: The grand jury's Panther report

Articles by Harry Kalven Jr., Jon Waltz, Francis Ward—see p. 4

OVERLOAD

a publication of the new people media project

PRIVATE PROPERTY OR PUBLIC AIRWAVES

HAZARDOUS TO YOUR HEALTH?

Chicago Journalism Review

Inside Media, published by a group called Media Mobilization, unlike other similar publications, is *somewhat* optimistic that its efforts may bring about some changes. It intends "to stir those of us in the media to more thought and action aimed at reshaping the media . . . Maybe we can help change the way our society treats information.' The last bit of information on this newsletter is that its first issue is also its last.

Pac-O-Lies, a tabloid which appeared last November, is less optimistic and more militant. It has had four issues so far, and attained a circulation of 7,500—most of it distributed free in the offices of newspapers and magazines or radio stations and the television industry around New York. On occasion, copies are distributed at public rallies staged by protest groups.

The paper does not give the impression of a professional job, which is the distinctive

(*Continued on page* 34)

Counter Media publications

1. *Chicago Journalism Review*, 11 East Hubbard Street, Chicago, Ill, 60611
2. *The Journalists Newsletter*, c/o Frank Keane, 75 Fountain St. Providence, R. I.
3. *The Spark*, 7612 Eastlake Terrace, Chicago, Ill. 60626
4. *Point of View*, 2150 Rexwood Road, Cleveland, Ohio 44118
5. *The Unsatisfied Man*, c/o Jim Crawford, 2240 Dexter St. Denver, Colo., 80207
6. *Overload*, New People Media Project, P. O. Box 4356, Sather Gate Station, Berkeley, California.
7. *Ball and Chain Review*, P. O. Box 9001, Berkeley Calif. 94701
8. *Working Ohio Newsmen, Inc.*, 354 Sylvanhurst Road, Cleveland Heights, Ohio.
9. *Inside Media*, Media Mobilization, P.O. Box 655, Radio City N. Y. 1019
10. *Pac-O-Lies*, New York Media Project, P. O. Box 266, Village Station, N. Y. 10014
11. *Women's Monthly* P. O. Box 1692, N. Y. 10001
12. *Journalism Review* (in preparation), Colorado Media Project, P. O. Box 18470, Denver 80218.

The Weekly Editor

WORLD-WIDE WEEKLY

By Craig Tomkinson

If you told Arnie Matanky, publisher and editor of Chicago's *Near North News*, that a weekly newspaper should stick to local news, he probably wouldn't laugh, but he might chuckle.

Matanky's beat for the News has taken him to Tel Aviv, Puerto Rico, and Southeast Asia, to get the "facts" for NNN subscribers. His readers get their 15 cents worth.

The paper's motto, "A newspaper that doesn't take a stand isn't worth a damn", clearly is indicative of Matanky's lively approach to weekly journalism. If he feels he's right he'll call the President a liar, and did so recently in print.

But then Matanky just hasn't done things in the routine manner. For instance, how many publishers can say they started out printing offset and switched to letterpress?

Or how many can claim they opposed the Indochina war, in print, before there was a single GI in the battle? One of Senator George McGovern's claims during his 1968 scramble for the Democratic Presidential nomination nod was that he opposed the war before it was fashionable to do so. Matanky has him beat.

The Near North News, spelling out the implications of getting into a war in Southeast Asia, opposed U. S. invlovement in Vietnam, not only before McGovern; not only before the Gulf of Tonkin episode, but before Lyndon Baines Johnson became President. Nothing since has changed Matanky's stand on the war.

Began as a newsletter

The Near North News was a Matanky creation. He was news editor for CBS News in Chicago, and was living in the "near north side" (north of the loop) section of the Windy City.

In a city with a multitude of weekly newspapers, the near north side was without one. Matanky saw the lack and brought out the NNN in the form of a newsletter in 1956.

In '58 he left CBS to work full time on the paper and in 1960 converted the paper from its offset newsletter style to a letterpress tabloid.

Current paid circulation of the paper is 7,150, in an area with a population roughly 40,000. In addition some 200 papers are sent out free.

Matanky's newspaper experience began in 1948 as a copyboy for the old *Chicago Sun*. His next paper was the *Chicago Journal of Commerce*, where he pushed keys as a Teletype operator and reporter.

Between the Journal and CBS he worked as a reporter for the Community News Service in Chicago. He's 40 years old and single.

Matanky's politics is decidedly Democratic—but in his editorials only. He's a Democratic ward captain in Mayor Richard Daley's Democratic machine, but said he wasn't among the "We Love Daley" sign-carrying ward captains during the 1968 Democratic convention.

Matanky was working in his role of newsman during the convention, and put his political beliefs aside when reporting on the violence that took place during the convention week in the city. He said there was provocation by dissidents, but there was also a lot of over-reaction on the part of the police. In one of his columns he compared the violence with a battle he witnessed in An Khe, Vietnam, in 1967.

Humphrey statement

Matanky came away from the convention with a version of a statement by Presidential candidate Hubert Humphrey, which contradicted the nominee's other statements.

In the issue of the News after the close of the convention, Matanky reported that Humphrey condemned the "storm trooper" tactics of the Chicago police. Most other media reported that HHH had lauded the cops.

Near North News readership is mixed. Included in the circulation area is the so called "Gold Coast", needless to say an affluent (and very GOP) area; and at the other end of the spectrum, a public housing area with far from affluent residents. In between these two groups is an artistic element, mostly residents of the "Old Town" area, Matanky tries to use his paper as a kind of a catalyst for all these people. He admits to some failures and some successes.

Matanky believes that a good newsman should have the ability to not only get the confidence of his readers but also the people who make the news. He said it's important that a newsman establish his credibility by insuring that news sources never get misquoted, and by keeping his own opinions out of his reporting.

NO SIGN FOR CHICAGO seems to be the thought of Arnie Matanky, publisher and editor of Chicago's Near North News, and News writer James Manley, at this intersection in Phnom-Penh.

Matanky, as strong as his ideas are on almost all topics, holds no truck with so-called advocacy reporting. "A reporter," he said, "when quoting someone or something should not go beyond the quote."

Matanky's own reports from Southeast Asia were chatty and informative, but his editorials were decidedly anti-war.

He made a trip recently to the war zone, the second he has made since 1967. Both trips were made through the facilities of the Chicago Press Club which has chartered flights to many parts of the world and offers them to newspeople at cut rates.

His reasons for going

Matanky's latest trip was of a month's duration. April 25 to May 24. Students of very recent history will recall it was during this time that President Nixon launched the Cambodian invasion. Lucky Matanky was in Phnom-Penh when the go-bell was sounded. He said it wasn't a good place to be because no one there knew what was happening.

Matanky was accompained on this trip by NNN reporter James Manley, and by Louis Okmin, an Associated Press photographer on special assignment with the News. Manley had gone on the last trip too.

Matanky's reasons for making this and other trips are tied up in his estimation of what a weekly newspaper should be. For instance—he thinks a weekly's place is to fill in the details on stories carried by larger and more frequent media.

This means the details on local stories, which most weekly editors probably would agree. But it also means on major issues of interest to readers.

"Sure the other media had been covering the war," he said, "but I was not entirely satisfied with the reporting. We had been taking a stand on the war for a long time and so took the chance to get more facts."

Matanky believes that weeklies should offer different points of view, and different angles on a topic. In Southeast Asia he collected enough information to convince him that the invasion of Cambodia actually will prolong the war rather than shorten it as the military has said it would. He gave this view to his readers.

"A weekly," he said, "needs a specific audience. It needs to know its audience and what it wants."

Another *raison d' etre* for Matanky's trips is that many in the NNN's audience are travel buffs and according to Matanky, "We offer them the nuts and bolts of travel. We have no travel ads so we aren't hampered in giving sound advice."

His trip to Israel was in recognition of the reader concern over the situation in the Middle East. Another reason for Matanky's travels is simply summed up in his words, "I love to travel."

(*Continued on the next page*)

(*Continued from page* 18)

He localized the Indochina trip in interviews with Chicago servicemen. He also taped messages from Chicago GI's to their families. The families got them when Matanky returned to the States. Good public relations.

No discrimination

On both trips to Vietnam, the Chicago editor found to his delight that the military authorities do not discriminate between weekly and daily publications when handing out credentials. "The *New York Times* managing editor might have gotten more attention," he said, "but we were very satisfied."

In general, he related, he found the military very cooperative, but at times somewhat uninformed. As a for-instance he told how at one communications office he was told that it would be impossible for him to travel to Laos. At the next office he visited, the personnel were more than happy to draw up a complete Laos itinerary (but he never went).

The most cooperation Matanky got out of any group came from the correspondents covering the war. He said he found them a "dedicated lot", but related that some were losing interest in regular coverage of the war because their material wasn't being used in the States.

He reported that most of these correspondents blamed the lack of interest in the war for the low copy usage.

This situation resulted for Matanky in the opportunity to hire one of the correspondents to moonlight for the News in the war zone.

One change Matanky observed in the morale of the GI's between his last trip and the most recent one, was that soldiers no longer will argue the merits of the war. "Three years ago I found the GI's willing to argue for the war," Matanky said. "Now they're reluctant to talk. They know after a year they'll be gone and that's all they care about." He pointed out that this was not true of the young "hawkish" officers.

Some of the conclusions reached by Matanky after visiting the war included: "South Vietnamese and Cambodians are great at rounding each other up." President Nixon has no intention of complete withdrawl of American participation in the war; and distorted body counts of both enemy and American soldiers are a deliberate policy.

From reports he had gotten from correspondents, and more importantly, from direct observation, Matanky estimated that official reports of enemy dead in each battle are at least 10 percent inflated, and that official reports of American deaths are always at least 10 percent deflated.

As an example he cited an instance he observed. He arrived at Firebase Brown in Cambodia minutes after an enemy attack had been repulsed. On-the-spot count showed one American dead and eight wounded. He said he later checked the official report of the battle and found that no Americans were listed killed and only two wounded.

He said too that GI's get a lot of laughs out of watching military edited news coverage of their own battles because the televised and printed versions seldom resemble what actually happened.

Matanky's view that the invasion of Cambodia will actually lengthen the war stems from his belief that the invasion has increased Red China's influence, and that it also forced the Viet Cong and North Vietnamese into central Cambodia where they now control more terrain than they did before.

Reader reactions to Matanky's views on the war, not surprisingly, are mixed. He said though that public opinion is changing and more readers now seem to favor his stance than did a few years ago. He takes this as a hopeful sign.

The correspondent Matanky hired in Saigon is just one of many the Near North News has. A glance at the NNN masthead will show correspondents for the United Nations, in Washington, Hong Kong, Mexico, Los Angeles and other places.

Some of them are former Chicago residents contributing material from their new home areas, and some are people Matanky has met in his travels. Some of the names that appear are pseudonyms used by people moonlighting from other media.

Matanky feels that other weekly papers can give the same coverage he gets for his readers simply by taking advantage of the opportunities available to them in the way of such things as syndicate offerings and travel.

He has thought of syndicating his own travel experiences.

Asked if there is anything he regrets about his career as a newspaperman, he replied humorously, "When it comes time to pay the bills, I regret I didn't stay at CBS."

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Ad revenue in '70 tops 1969 figure

Retail and automotive advertising revenues of daily newspapers showed gains during June, according to the Bureau of Advertising, ANPA.

Retail increased 2.2% while automotive rose 5.7%. Retail was also up 5.8% for the first six months of the year while automotive was down 2.4%.

Second quarter newspaper advertising revenues, seasonally adjusted, were up 2.3% over the first quarter of the year.

These estimates are based on linage measured by Media Records for its 52-city index and they reflect changes in rates and distribution as measured by the Bureau.

Total advertising revenues, adversely affected by a June of one less Sunday than last year, dipped slightly. The total revenues for the month were down 1.8% but there was an increase of 1.1% for the first six months of the year over the same period of 1969.

National advertising revenues dropped 5.8% for June and 4.4% for the half despite the June increase in automotive, one of its two components. The other component of national advertising, general, fell 10.9% for June and 5.3% for the six months.

Classified advertising also dipped 6.5% for the month and 3.7% for the two quarters.

Advertising Linage Trends

Compiled by EDITOR & PUBLISHER from MEDIA RECORDS—52 Cities Report

Classification	1970	1969	Gain/ Loss %	*E&P Index
Retail (Including Dept. Store)				
June	160,324,000	164,318,000	97.6	103.9
May	177,231,000	177,146,000	100.0	105.6
Year to date	945,438,000	939,015,000	100.7	106.4
Department Stores				
June	46,982,000	49,349,000	95.2	94.2
May	54,355,000	54,648,000	99.5	95.7
Year to date	283,889,000	291,621,000	97.3	95.9
General				
June	21,603,000	25,504,000	84.7	84.5
May	26,807,000	29,712,000	90.2	90.5
Year to date	137,858,000	153,578,000	89.8	92.3
Automotive				
June	15,748,000	15,666,000	100.5	93.5
May	16,851,000	17,894,000	94.2	97.6
Year to date	82,800,000	89,734,000	92.3	92.3
Financial				
June	6,774,000	7,755,000	87.4	108.8
May	5,134,000	6,100,000	84.2	92.8
Year to date	41,196,000	42,498,000	96.9	112.4
Total Display				
June	204,449,000	213,243,000	95.9	100.8
May	226,023,000	230,852,000	97.9	102.5
Year to date	1,207,292,000	1,224,825,000	98.6	103.8
Classified				
June	79,852,000	89,810,000	88.9	99.4
May	87,381,000	95,737,000	91.3	104.3
Year to date	472,311,000	515,697,000	91.6	102.4
Total Advertising				
June	284,301,000	303,053,000	93.8	100.4
May	313,404,000	326,589,000	96.0	102.6
Year to date	1,679,603,000	1,740,522,000	96.5	103.3

*The E&P Index is an average of the five past years.

In editor's chair

John R. Barkley has been promoted from managing editor to editor of the *Kokomo* (Ind.) *Tribune*. He succeeds Dow Richardson, who becomes editor of the editorial page.

stimulator
PROVIDENCE JOURNAL-BULLETIN

Gannett closes Port Huron sale for $5.8 million

Details of the transaction in which Gannett Co., Inc., Rochester, N.Y., acquired the Times Herald Co. of Port Huron, Mich., for $5,880,000, were announced July 27.

Paul Miller, chairman and chief executive of Gannett, and F. Granger Weil, president of the Times Herald, Co., met with community leaders and newspaper executives in Port Huron to discuss the transaction.

Under terms of the agreement, Gannett acquires all stock of the Times Herald Co., and will pay 25 percent ($1,470,000) of the purchase price in cash and the remainder in 4-year installment notes bearing 7% interest.

The Times Herald Co., which last year grossed $4,500,000, publishes the evening and Sunday Port Huron newspapers with circulation of nearly 40,000. The company also publishes the daily *Sentinel* at Utica, Mich., with a circulation of 10,000, owns two weeklies and operates an industrial printing plant.

Among the assets included in the purchase by Gannett are 58,000 shares (about 4 percent) of the stock of Federated Publications Inc., which is headquartered at Battle Creek, Mich. and publishes seven daily newspapers in four states.

Early this year Gannett and Federated announced an agreement in principle on a merger plan but the transaction was called off.

6 students receive McGill scholarships

Six college students from the South who have demonstrated an interest in pursuing careers in Journalism will receive financial aid from the Ralph McGill Scholarship Fund, which is supported by the Cox Foundation and friends of the late publisher of the *Atlanta Constitution*.

The recipients this year are: Carl E. Ray, Georgia State; Wanda Ann Smalls, Spelman; Frederick L. Salsman, Morehouse; Carl Lucinda Luke, Georgia; Mark Joel Berman, Miami; Janna L. Pepper, Mississippi State.

Grant finances course on press at U. of Alabama

The Alabama Press Association Journalism Foundation has awarded a $7,500 grant to the University of Alabama Journalism Department to sponsor a seminar and Distinguished Lecture series in a course on "The Social Responsibility of the Press."

Plans call for journalists from around the U. S. to participate in the course scheduled to begin in January. The course will be offered by the Journalism Department at the senior and graduate level for three semester hours credit.

The lecture series coincides with the 100th anniversary of the Alabama Press Association.

H. Brandt Ayers, publisher of the *Anniston Star* and president of the APA Journalism Foundation, said the Distinguished Lecture series "will introduce America's most respected editors—men who shape and interpret the news—to Alabama. The lecture series coincides in the most intimate and favorable way.

"Through this program they will get a feel of the ideas, character, concerns and enthusiasms of this state's leaders in education and journalism and most importantly, the young Alabama men and women whose occupation is the future."

Ayers added that the grant represents a campaign "undertaken by Alabama publishers in cooperation with all Alabama institutions of higher learning to improve journalism education and thereby to improve the performance of the press in our state."

Dr. William E. Winter, head of the U. of A. Journalism Department, said, "We feel that this expression of interest in journalism education will stimulate and challenge both the students and the faculty in the department."

Sell radio station

Principal owners of the *Sioux City* (Iowa) *Journal Tribune* have reported the sale of AM station KSCJ at Sioux City to Raymond W. Grandle and Wilmer W. Grabau for $405,000. The buyers, according to papers filed with the Federal Communications Commission, formerly owned a station at Beloit, Wis. The sellers of the Sioux City 5-kw outlet are Miss Elizabeth Sammons, George Perkins, Mrs. Louise Freese and others.

Newsprint usage down; supply up

Total U. S. newsprint consumption was 771,320 tons in June, a decrease of 4.2% under the amount reported for June 1969, the American Newspaper Publishers Association reported. Consumption for the first six months showed a 1.7% decrease from consumption in the same period last year.

Total U. S. newsprint consumption for June 1969 was 805,017 tons. There were four Sundays in June 1970 and five Sundays in June 1969.

For the first six months of 1970 total U. S. newsprint consumption was 4,730,893 tons, compared with 4,810,278 tons in the first six months of 1969.

Monthly total figures are derived by ANPA from a constant yardstick of 525 daily newspapers. In June 1970 they consumed 581,575 tons, compared with 606,983 tons in June 1969.

The average stocks of newsprint for all daily newspapers reporting to the ANPA at end of June 1970 were 28 days' supply on hand and 7 days' supply in transit, compared with 26 days' supply on hand and 6 days' supply in transit at end of June 1969.

Production of newsprint in North America during June, 1970 amounted to 959,854 tons and was 3.5% below that in June, 1969. Shipments during the month totaled 1,018,989 tons and were 2.1% above June, 1969 volume.

According to the Newsprint Division, American Paper Institute, output in the United States of 288,546 tons established a new high for this month and was up by 5.1% from June, 1969 volume, while shipments totaled 284,637 tons and were above the year-ago level by 2.8%. With operations of some West Coast mills affected by a strike, Canadian production in June amounted to 671,308 tons and was down from June, 1969 by 6.7% while shipments of 734,352 tons showed an increase of 1.8%.

North American production of 5,992,199 tons during the first six months of 1970 constituted a new high for this period and was 65,444 tons or 1.1% above that in 1969. Output of United States mills through the end of June, 1970 totaled a record high 1,663,441 tons and was 28,468 tons or 1.7% above volume in 1969. Canadian production during January-June, 1970 amounted to 4,328,758 tons—an all-time peak for this period-and surpassed the 1969 level by 36,976 tons or 0.9%.

GENERAL AND AUTOMOTIVE LINAGE JUNE AND FIRST SIX MONTHS 1970 vs 1969

(14 City Total—6 and 7 Day Basis) Media Records

	JUNE 1970 vs 1969		FIRST SIX MONTHS 1970 vs 1969	
GENERAL (Selected Classifications)	% Gain or Loss	% of Total	% Gain or Loss	% of Total
Alcoholic Beverages	— 1.7	7.8	— 6.5	6.3
Foods	— 19.6	8.0	— 16.1	8.4
Baby Foods	— 100.0	—	— 57.8	0.1
Baking Products	— 14.2	0.5	— 1.6	0.7
Beverages	+ 47.3	2.1	+ 5.2	1.3
Cereals & Breakfast Foods	— 58.9	0.3	— 54.3	0.2
Condiments	— 35.1	1.1	— 7.9	1.2
Dairy Products	— 30.0	0.9	— 19.5	1.0
Frozen Foods	+ 31.9	0.8	— 3.3	0.9
Meats & Fish	— 33.6	0.8	— 22.3	0.7
Industrial	+ 2.0	2.3	— 13.3	1.9
Insurance	— 42.1	1.6	— 7.1	2.4
Medical	— 19.2	1.2	— 8.0	1.3
Public Utilities	— 14.6	2.3	— 15.6	2.3
Publishing & Media	— 21.4	6.2	— 13.4	8.9
Radio, TV & Phonographs	— 43.0	0.6	— 38.3	1.6
Sporting Goods, Cam. & Photo Suppl.	— 20.5	1.0	— 20.4	1.0
Tobacco	— 54.9	1.3	— 13.7	1.9
Toilet Requisites	— 33.4	2.0	— 13.8	1.8
Dentifrices	+ 2.2	0.2	— 16.0	0.3
Men's Toiletries	— 30.4	0.3	— 40.5	0.1
Perfumes & Cosmetics	— 4.1	1.2	+ 24.5	1.0
Toilet Soaps	— 87.1	0.1	— 65.4	0.1
Transportation	— 0.2	13.4	— 4.9	14.6
Airways	+ 14.0	9.7	— 2.4	9.8
Bus Lines	— 28.0	0.5	+ 12.6	0.4
Railroads	— 23.8	0.4	— 34.5	0.4
Steamships	— 15.7	1.3	— 14.3	1.4
Tours	— 31.0	1.4	— 2.9	2.4
Wearing Apparel	— 8.4	0.7	— 7.5	1.2
AUTOMOTIVE (Selected Classifications)				
Gasolines & Oils	+ 132.7	4.0	+ 58.5	2.5
Passenger Cars—New	— 9.4	11.6	— 21.2	11.3
Tires & Tubes	+ 139.7	10.8	+ 130.3	8.8
Trucks & Tractors	+ 176.7	0.5	— 11.1	0.4
LINAGE INDEX FOR 52 MEDIA RECORDS CITIES—				
TOTAL GENERAL	— 15.3	57.8	— 10.2	62.5
TOTAL AUTOMOTIVE	+ 0.5	42.2	— 7.7	37.5
TOTAL GENERAL AND AUTOMOTIVE	— 9.3	100.0	— 9.3	100.0

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Centennial race

Monmouth Park Race Track in New Jersey observed the centennial of the *Bayonne Times* with a feature race. Mrs. Helen Lazarus Barrett, publisher, presented the silver tray to the jockey who rode the winner, Meditation Mama.

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A correction

The weekly section, *Sportsweek*, appears in the *Washington* (D.C.) *Star*, not the *Washington Post*, as incorrectly reported in E&P, page 12, July 18.

San Juan Star sale to CapCities is off

Cowles Communications Inc. and Capital Cities Broadcasting Corporation announced they have agreed to terminate negotiations with respect to the sale of Star Publishing Corporation, publisher of the *San Juan Star*, San Juan, Puerto Rico.

Cowles said negotiations are proceeding with another prospective purchaser.

•

$10 million for news

Standard Oil Company (New Jersey) and its principal affiliate, Humble Oil, will sponsor weekend news shows on NBC-tv. The billings, handled by LaRoche, McCaffrey & McCall advertising agency, are reported to be about $10 million for NBC Saturday Night News, NBC Sunday Night News and segments of Meet the Press.

Another guild pact includes vacation bonus

The Akron Newspaper Guild has negotiated a vacation bonus in twin editorial and maintenance contracts the *Akron* (O.) *Beacon-Journal*.

The bonus—$5 per year of service for all employees with more than eight years' service—is patterned on the plan put into effect last year at the *Cleveland Press* and *Plain Dealer*.

The Akron bonus is effective this year for maintenance employees and next year for editorial staff.

The bonus was included in a settlement that will raise reporter pay $49.45, to $245, over three years. General increases range from $10.50 to $47.

A tentative settlement reached last spring was improved twice—once after ANG's Contracts Committee refused permission to submit it to ratification because of insufficient money and a second time after the membership rejected it in accordance with a Contracts Committee recommendation.

The original settlement provided for general increases of $9 to $44.45 and a $240 reporter top.

The contract increases maximum life-insurance coverage by $5,000 to $15,000, and adds one cent to mileage allowances, which go to 12 cents for the first 150 miles a week.

The service requirement for a fourth week's vacation is reduced from 15 years to eight, and that for three weeks from five years to four.

•

Nixon picks lawyer for FCC membership

President Nixon has nominated Sherman E. Unger as a member of the Federal Communications Commission. He is presently general counsel of the Department of Housing and Urban Development.

Unger, a partner in the Cinnati law firm of Frost & Jacobs, counsel for the *Cincinnati Enquirer*, would fill out the term of Robert Wells that expires June 30, 1971. Wells has been nominated for a full seven-year term on the FCC.

•

UP to 15c and 75c

The *Watertown* (N.Y.) *Daily Times* raised its news stand price by 5¢ to 15¢ a copy and its carrier-delivered price to 75¢ weekly.

Census data chief topic at workshop

Twenty-five newspaper representatives attending the fourth annual ANPA-INPA Newspaper Research Workshop in Columbus, Ohio, August 2-7 will get a first-hand explanation on how to apply 1970 Census data on population and housing to newspaper marketing.

This is the first time the workshop is being held during a decennial census.

Dr. Galen Rarick of the Ohio State University Graduate School of Journalism will again direct the Workshop. The instructional staff consists of university and government researchers, including an official from the Census Bureau.

The five-day program includes lectures, discussion groups and study periods to cover additional topics such as sampling, consumer analysis, statistics, interviewing techniques and editorial content. There will be consultation periods for researchers who wish to have the advice of Workshop faculty members in connection with individual studies they plan to do or have completed.

Faculty members

Sessions will focus on other fundamentals of research including opinion and research polls, audience measurement, various methods of obtaining data, and effective presentation of research by newspapers.

Workshop faculty members are:

Dr. James E. Brinton, dean, School of Journalism, University of Colorado.

Thomas P. O'Donnell, research manager, *Chicago Tribune*.

Dr. Chilton R. Bush, emeritus professor, Department of Communications, Stanford University, California; director, ANPA News Research Center.

Miss Ingrid C. Kildegaard, vicepresident and technical director, Advertising Research Foundation, New York City.

Philip Meyer, national correspondent, Knight Newspapers, Washington.

Frank E. Orenstein, vicepresident and director of research, Bureau of Advertising, ANPA.

Anthony J. Scantlen, director, Behavioral Sciences Department, Copley International Corp., La Jolla, Calif.

Paul B. Sheatsley, director of Survey research service, National Opinion Research Center, University of Chicago.

Arthur F. Young, chief, Housing Division, Bureau of the Census, Washington.

Participants

The newspaper representatives and their affiliates follow:

Roland H. Althoff, research manager, Canadian Daily Newspaper Association.

Charles Arter, promotion manager, *Lorain* (Ohio) *Journal*.

Donald J. Barhyte, research & planning manager, *Greenville* (S.C.) *News-Piedmont*.

W. H. Berman, director of research & marketing, Honolulu (Hawaii) *Star-Bulletin & Advertiser*.

M. Edward Berthiaume, marketing analyst, *Sarasota* (Fla.) *Herald-Tribune*.

Ron Browne, research manager, *Washington* (D.C.) *Post*.

Jacqueline B. Burnett, research manager, *Indianapolis* (Ind.) *Star & News*.

Richard C. Dempsey, director of personnel & public relations, *Dubuque* (Iowa) *Telegraph-Herald*.

Joseph B. Downey, promotion department, *Boston Herald Traveler*.

Charles G. Fenn, marketing manager, *London* (Ont.) *Free Press*.

David Gelsanliter, marketing research manager, *Charlotte* (N.C.) *Observer & News*.

Gregory M. Huntington, promotion & research manager, *Harrisburg* (Pa.) *Patriot-News*.

Ronald B. Kuzoian, research department, *Boston Globe*.

Doug Manship Jr., promotion manager, *Baton Rouge* (La.) *State Times & Advocate*.

Robert J. McNamee, area news editor, *Lebanon* (Pa.) *Daily News*.

Sidney B. McKeen, state editor, *Worcester* (Mass.) *Telegram & Gazette*.

Don C. Newton, advertising director, *Columbus* (Ind.) *Republic*.

Wayne T. Patrick, publisher, *Rock Hill* (S.C.) *Evening Herald*.

Charles W. Ritscher, promotion manager, *Asbury Park* (N.J.) *Press*.

D. June Serafin, vicepresident-administration, *Passaic* (N.J.) *Herald-News*.

Art Stachowiak, promotion manager; Booth Newspapers, Detroit.

William Stoody, circulation manager, *Kitchener-Waterloo* (Ont.), *Record*.

Richard S. Thailing, promotion supervisor, *Omaha* (Neb.) *World-Herald*.

Jay H. Wenrich, executive assistant, Lancaster (Pa.) Newspapers.

Peter G. White, research department, *London* (Ont), *Free Press*.

SHARPER REPORTING panel developed by the Oakland (Calif.) Tribune is being used to test a new concept in positioning ad display units in the passenger stations of the Bay Area Rapid Transit system. Boards 5½ by 12 feet are designed for placement over the third rails of the system.

•

Mortuary in building after weekly closes

The *Wendell* (Idaho) *Irrigationist*, a 63-year-old weekly newspaper, has suspended publication. Wendell news items will continue to be published by the *Gooding County Leader* published in nearby Gooding. Announcement of the end of publication was made by Mrs. Al Reading, publisher, and Mrs. Erl Schrenk, editor. The building which housed the Wendell newspaper has been sold to Leeper Mortuary and all the printing machinery has been sold.

Barbecue barrier down for women

Another small barrier to full rights for women tumbled in Ventura County, California, recently.

The county fair board voted unanimously to open the annual press barbecue to women directors and women members of the Fourth Estate.

The board was about to reaffirm the traditional men-only restriction, when *Ventqra County Star-Free Press* reporter, Bob Holt, addressed the directors.

He urged that the policy, which he called discriminatory, was indefensible, and added that the presence of women might make it a better event. "Who knows," he said, "with the ladies there, the jokes might become funny instead of just dirty."

Directors voted unanimously to admit both women directors and women reporters. Three of the nine fair directors are women.

•

Broader interviews allowed at pageant

Miss America candidates this year can talk to the communications folk about such things as marijuana smoking, the war in Vietnam and other controversial topics. In other years interviews were guided by a Pageant press official or the girl's chaperone.

"I think that today's youth is smart enough to answer for themselves," said Albert Marks, chairman of the Pageant executive board. He said the contestants will not be permitted to endorse candidates or political parties. Nor will they be allowed to talk about things of distasteful personal nature such as the contraceptive pill.

The matter was brought to a head when the Miss Montana selection resigned rather than sign a contract which restricted her activity on these lines.

For many years reporters and others in the communications field have objected to the censorship injected by the Pageant officials during the big September show at Atlantic City, N.J.

•

Color is added

When a water well serving an elementary school began producing yellow water in Klamath Falls, Ore., a yellow tint block was used over the two-column page one story by the *Klamath Falls* (Ore.) *Herald and News* to report the school board's water problem.

Editor & Publisher

45th ANNUAL

SYNDICATE DIRECTORY

FEATURE INDEX • AUTHORS • ARTISTS • COMICS • COLUMNS

An exclusive E&P pullout section

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Pulitzer Prize-winning journalist analyzes national and international events (3 a week)

VIRGINIA PAYETTE
Sharp reaction and reflections on events and witty commentary on people and things. (3 a week)

MARY McGRATH
Provocative comments championing woman's viewpoint, preserving woman's integrity (3 a week)

NORTON MOCKRIDGE
Liveliest, sprightliest, most-effervescent story-teller to come along in years (5 a week)

WILLIAM S. WHITE
Noted political reporter and Pulitzer Prize winner clarifies Washington news (3 a week)

DON MACLEAN
Fresh, funny, off-beat Washington activities . . . raises Hail Columbia, District of . . . (6 a week)

HENRY J. TAYLOR
Famed journalist, former Ambassador, writes on top-level U.S. and world events (3 a week)

MARIAN CHRISTY
Award-winning fashion reporter and commentator, a global-hopper on top of fashion news (3 a week)

. . . BY GEORGE!
Sprightly, spoofy laugh-column replies to zany problems with "Sideways Thinking" (6 a week)

JEAN ADAMS
"Teen Forum" advises on all manner of problems of both sexes in Q. and A. form (6 a week). TOTAL WOMAN (1 a week)

MOLLY MAYFIELD
Sympathetic, common-sense advice on readers' troublesome personal problems (5 a week)

CHARLES J. ELIA
Expertly informed, briskly readable answers to specific investment questions (5 a week). Also, Mutual Funds news (1 a week)

STELLA'S HOROSCOPE
Daily horoscope and astrological forecast based on each reader's birthday (7 a week)

MARGARET DANA
Expert advice on smarter buying and Q. and A. on all consumer problems (2 a week)

THE ACES
World champion bridge team explains new and exciting methods of bidding and playing. (6 dailies, 1 Sunday)

YOUR JOB
The right way to find and get the right job by professional counselor Robert O. Snelling Sr. (3 a week)

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Humor, human interest and entertainment.

Lee Mueller — Joan Crosby
Dick Kleiner — Roger Doughty

VIEWPOINT

Daily columns, cartoons, editorials on people, politics, issues.

Bruce Biossat—Washington bureau chief
Ray Cromley—Washington correspondent
Jim Berry—"Berry's World" cartoon
Bill Crawford—Editorial cartoons
Don Oakley—Chief editorial writer
Leon Dennen—Global View
David Poling on Religion
"Thoughts"
"Timely Quotes"

SPORTS PAGE

Daily columns, cartoons, newsfeatures, seasonal series.

Ira Berkow—Features, column
Murray Olderman—Column, cartoon
Marty Ralbovsky—Sports features
Bob Cochnar—Wheeling It
Joyce Gabriel—Features

NEWS VISUALS

Daily photos, maps, charts, graphs, illustrations, layouts.

Today's Funny

WOMEN'S PAGES

Helen Hennessy—Fashion, Women's News
Betty Canary—Family-oriented column
Polly Cramer—Polly's Pointers
Stitchin' Time—Knitting, sewing
Aileen Claire—Food for Americans
Beauty, fashion and homemaking briefs

PERSONAL FINANCE

Three columns by Carlton Smith and Richard Putnam Pratt. Daily mini-cartoon on business by Roger Bollen.

YOUNG LIVING

Youth Beat by Roger Doughty
So You Want To Be by Ernie Hood
National Gilbert Youth Poll

LEISURE LIVING

Mort Reed's Money Clips
Jim Crossley's Recreation-Travel
Do-It-Yourself by Mr. Fix

HEALTH

Daily column by Wayne G. Brandstadt, M.D.

WIN AT BRIDGE

Lessons in world championship bridge by Oswald and Jim Jacoby, non-playing captain and member of the U.S. team.

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Exclusive matted color service in the form you need it.

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Daily crossword puzzle.

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*Campus Clatter — *Priscilla's Pop
*Captain Easy — *Short Ribs
*Eek & Meek — *The Born Loser
*Winthrop

DAILY COMIC PANELS

(*Available also in Sunday Color)

*Carnival — Side Glances
*Our Boarding House — Tizzy
*Out Our Way

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CHRISTMAS FEATURES

Christmas Story Book—Eight pages of Christmas fiction, fun, food and facts; a Christmas layout for Page One.

Walt Disney's Christmas Strips—Delightful Christmas tales timed to end Christmas Eve.

CELEBRITY COLUMNS

Mel Heimer's My New York—In-depth interviews—and striking word pictures of New York—by the author of 14 books. 3tw.

Jack O'Brian's Voice of Broadway—This Boswell of the Big Names is famous for his exclusives and zestful writing. 6tw.

COMMENTARY COLUMNS

Phyllis Battelle's Assignment: America—A famed columnist with a distinctly personal touch. 3tw.

Jim Bishop: Reporter—Best-selling author and a famous newspaper by-line who gets to the heart of every story in living prose. 3tw.

William F. Buckley, Jr.'s On the Right—One of the best-known personalities in the country presents his views with zest. 3tw.

John Chamberlain's These Days—Superb investigative reporting and erudite conservative analysis by a distinguished writer. 5tw.

Bob Considine's On the Line—One of the world's best-known reporters gives readers a front seat at the major events of our time. 6tw.

Kevin P. Phillips—The Man Who Discovered America's Silent Majority is uniquely qualified to report on the politics of the 70's. 3tw.
(Plus The Phillips Survey—An analysis of developing trends and attitudes, for release the first weekend of every month.)

John P. Roche's A Word Edgewise...—Professor of Politics and History, former White House adviser, a liberal even conservatives respect. 3tw.

Kingsbury Smith—Pulitzer Prize-winning foreign correspondent. His solid contacts with world leaders keep readers up-to-the-minute. 3tw.

HUMOR COLUMNS

Bert Bacharach's Now See Here!—Interesting information about every topic under the sun, plus bonus column on men's fashions. 4tw.

Bennett Cerf's Try and Stop Me—The world-famous collector of gags, puns and funny stories. 6tw.

William Ritt's You're Telling Me—The news is filtered through the mirthful mind of this entertaining humorist. 6tw.

*tw indicates times weekly

WASHINGTON COLUMNS

Ralph de Toledano's In Washington—He takes readers behind the scenes for a close-up look at what's happening in the nation's capital. 4tw.

Marianne Means' Washington—Her columns often become the next day's front-page headlines. 3tw.

DAILY COMIC STRIPS AND SUNDAY COLOR PAGES

Archie—Bob Montana's teen-agers, in 662 newspapers and a smash hit on TV and in records. D&S.

Barney Google and Snuffy Smith—Fred Lasswell's comic classic, a readership builder in 669 newspapers. D&S.

Beetle Bailey—Mort Walker's famed strip, appearing in 1130 newspapers, and still growing. D&S.

Big Ben Bolt—John Cullen Murphy's adventure-packed stories and superb art. D&S.

Big Sister—Bob Naylor's strip on the poignant relationships in a loving family. D.

Blondie—Chic Young's undisputed champ of newspaper features. In 1635 newspapers. D&S.

Boner's Ark—Mort (Addison) Walker's delightful animals with human foibles. D&S.

Brick Bradford—A fascinating fantasy strip by Paul Norris. D&S.

Bringing Up Father—The domestic brawls of Maggie and Jiggs, portrayed by Kavanagh-Fletcher-Camp. D&S.

Buz Sawyer—Roy Crane's exciting exploits of a trouble-shooter. In 557 newspapers. D&S.

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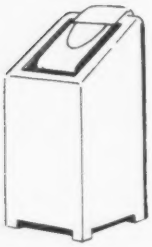

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ADL—Adler Associates
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AF—Allied Feature Syndicate
AFP—Agence France Presse
ALL—Wade Allen Syndications, Inc.
AM—American Way Features, Inc.
AMF—Amusement Features Syndicate
AND—Pat Anderson Features
ANI—Animal Talk Features
AP—Associated Press, The
APN—AP Newsfeatures
AR—Arcadia Feature Syndicate
ASA—Associated Blueprint Co.
AT—Army Times Syndicate
ATF—Atlantic Features & Printing, Inc.
AU—Auto News Syndicate
AVA—Avalon Features
BAB—Babson's Reports Inc.
BAP—Baptist Press
BAR—Gary Baranik
BAS—Buddy Basch Syndicate
BEL—Belmont Associates
BIS—T. Jerome Bishop
BLA—Blackstone Press Features
BM-DWL—Bell-McClure Syndicate
BM-DWL—Douglas Whiting Limited
BNH—Bright New Horizons Studio
BON—Bonner Features Syndicate
BPS—BP Singer Features
BRA—Irvine A. Brace
BUR—Ethel Burge
CAF—Ray Carr Features
CAR—Cartwright Features
CDF—City Desk Features
CDN—Chicago Daily News-Sun-Times Service
CF—Columbia Features, Inc.
CFF—Curious Facts Features
CHA—Alice and Gerard Chapman
CHR—Chronicle Features Syndicate
CKS—C-K Special Features
CMS—Cullen Moore's Studio
CN—Crux News Service
CNI—Consumer News Inc.
CNS—Copley News Service
COA—N. E. Coan
COI—Coin-Stamp-Medal World
COL—Coleman Advertising
COM—Cartoons-of-the-Month
COO—Cooke & Evans Enterprises
COR—Corinthian Features
COW—Cowpokes
CP—Central Press Association
CPS—Community Press Service
CQ—Congressional Quarterly Service
CRA—Craft Patterns
CRE—Creative Features
CRP—Criswell Features
CRU—Crump Media Syndicate
CS—Christensen Syndicate
CSP—Community and Suburban Press Service
CTN—Chicago Tribune-New York News Syndicate, Inc.
CW—Charlotte Wilkinson
CWF—Canada Wide Feature Service, Ltd.
DDS—Doubleday Syndicate
DET—Detjen Philatelic News Service
DF—Dispatch Features, Inc.
DGA—Dave Goodwin Assoc.
DHJ—Dorothy H. Jenkins News Service, Inc.
DIC—Dickinson Newspaper Services, Inc.
DIS—Dispatch News Service
DOR—Dorex Features International
DPR—Dear Publication & Radio, Inc.
DSR—Dunkel Sports Research Service
DTB—Distributor's Syndicate
DUN—Harriet Dunbar
EC—Editor's Copy Syndicate
ECS—Editorial Consultant Service
EDI—Editorial Cartoons by Gar
EDM—Edman Co.
EDR—Editorial Research Reports
EDW—Editor's Workshop Syndicate
EES—Editorial Enterprises Syndicate
EFS—Express Features Syndicate
ENG—S. & P. English
ENT—Entertaining, U.S.A.
EP—Editors Press Service, Inc.
EPS—E.P.S. News Syndicate
ESS—Essay Features Syndicate
ESS-NEA—Enterprise Science Service.
ESS-NEA—Newspaper Enterprise Association, Inc.
FA—Fairchild Publications Includes Daily News Record, Home Furnishings and Women's Wear Daily
FED—Federated Features, Inc.
FF—Formath Features
FJM—Frank Jay Markey Syndicate
FNS—Foreign News Service
FOR—Fortune Features
FOU—The Four Corners Syndicate
FRA—The Skies Today
FRY—William R. Frye
GBR—Edwin T. Grandy News Features
GEL—Gelman Feature Syndicate
GF—Gates Features
GFC—General Features Corp.
GG—Golden Gate Features
GLA—Allen Glasser
GLE—Norma Gleason
GLN—Glanzer News Service
GLS—Globe Syndicate
GRA—Graphic Features Syndicate
GRE—Arthur S. Green
HAL—Meg Hale
HAR—Harvard Features Syndicate
HAS—Hardie Syndicate
HC—Harriet Carlsen Newspaper Syndicate
HEN—Henrikson Illinois Cartoon Service
HF—Handy Filler Service
HIG—Highway Safety Features
HIS—Hollywood Informer Syndicate
HN—Hubbard Newspaper & Mag. Syndicate
HOM—HomOgraph
HPP—High Plains Publishers, Inc.
HPS—Hopkins Syndicate, Inc. The
HTF—Home Town Flavor
HYM—Dick Hyman
ICS—Intercity News Service
INF—International News Features Syndicate
INT—Inter American Features
JAN—Januz Newsfeatures
JEB—Joe E. Buresch
JL—Jeffrey Lee Syndicate
JTA—Jewish Telegraphic Agency, Inc.
KAR—R. Randolph Karch
KEA—Keister Advertising Service, Inc.
KFS—King Features Syndicate
KPA—Keystone Press Agency, Inc.
KRE—A Closer Look
LAT—Los Angeles Times Syndicate
LAV—Patricia Lavin
LAW—Law Familiarization Institute
LED—Ledger Syndicate, Inc.
LTWP—Los Angeles Times/Washington Post News Service
LUI—Lui Associates
LUK—Fred Luks
MAR—M. W. Martin
MAT—Marie Mattson
MCB—Michael H McBride, Promotions
MCC—Julia C. McCombs
MCF—J. David McFarland
MCN—McNaught Syndicate, Inc.
MEA—C. Stewart Mead
MED—Media Features, Inc.
MEM—Memory Quiz
MIL—Miller Services, Ltd.
MIT—Phyllis Mitchell Features
MLN—Miller News Service
MM—Minute Message
MME—Mel Martin Enterprises
MNS—Morris News Service
MOH—Berta Mohr Fashion Syndicate
MOR—Mortmain Syndicate Incorporated
MOS—Mort Olshan Sport Features
MS—Monitor News and Feature Services
MSC—M.S.C. Ins.
NANA—North American Newspaper Alliance, Inc.
NAT—National Urban League
NCR—National Council Religious Features
NCW—National Catholic News Service
NE—Newsday Specials
NEP—National Education Program
NEW—New York Today, Inc.
NFI—News Flash International, Inc.
NFS—Newsweek Feature Service
NIE—T. A. Nielsen
NNS—National Newspaper Syndicate, Inc.
NP—News Portraits
NUM—Numismatic Information Service
NWS—Newspaper Features
NYS—The New York Times Special Features
NYT—The New York Times News Service
OBR—Bernard O'Brien
OHF—Osborne House Feature Syndicate
OPS—Oceanic Press Service
PE—William S. Penfield
PEA—Charles D. Pearson
PF—Phoenix Features
PHS—Publishers-Hall Syndicate
PI—Picturemakers
PIE—Phil E. Pierce
PR—PR Newswire
PRB—Press Radio Bible Service, Inc.
PRO—Prol Publishing
PRW—PR Wire Service, Inc.
PT—Creighton Peet (From New York)
PWF—Press Wire Feature Services
QUE—Queen City Publishers
QUI—QuidnunX Productions
RA—Sandy Raines Features
REH—Charles Rehns
REY—Ken Reynolds Newspaper Services
RNF—Religious News Features
RFS—Reynolds Feature Syndicate
RGB—Rapid Grip and Batten, Ltd.
RMN—Ralph Morgan and Associates
RNS—Religion News Service
ROA—The Ben Roth Agency, Inc.
ROB—Robbins & Associates
ROO—Edith Kermit Roosevelt Syndicate
ROS—Rosettes
ROY—Royal Features
RTS—The Register and Tribune Syndicate
RUS—Russell Productions, Inc.
RWK—RWK Studio
SA—Soccer Associates
SAF—Seven Arts Feature Syndicate
SAI—Strange As It Seems
SAS—S. A. Siciliano
SAT—Saturday Review
SAW—Sawyer Press
SCO—D. E. Scott Newspaper Service
SF—Superior Features Syndicate, Inc.
SFS—Snappy Filler Service
SHP—Small House Planning Bureau
SIE—About The House
SM—Al Smith Feature Service
SOP—Service Offset de Presse
SOU—Southern Cartoon Syndicate
SPE—Specialty Features Syndicate
SPS—Spadea Syndicate, Inc.
SS—Saguaro Syndicate
STF—Standard Filler Service
STH—Stenfeld & Hamner
STO—Stock Market Graphic Features
STP—Standard Press Association
STR—Star Service Syndicate
STU—Stuyvesant Feature Syndicate
TCN—Twentieth Century News Syndicate
TEE—Teenage Corner
THO—Daniel V. Thompson
TIN—Tiny Features, Inc.
TSS—Toronto Star Syndicate
TTS—Toronto Telegram Syndicate
UB—U-Bild Enterprises Syndicate
UFS—United Feature Syndicate, Inc.
UNP—Universal Press Syndicate
UOP—United Overseas Press
UPA—Universal Press Association
UPI—United Press International
UPN—United Press International Newspictures
USA—U.S.A. Syndicate
USN—U.S. News Service
WAG—Philip Wagner
WBE—Universal Science News, Inc.
WEI—Weiss Philatelic-Numismatic Features
WIN—Winford Co.
WLG—W. L. Gordon Features
WNS—Women's News Service
WOO—Woolsey Art Productions
WPI—Workshop Patterns
WRN—Washington Religious News
WSS—Washington Star Syndicate
WUP—World Union Press Syndicate
WWI—World Wide Information Services, Inc.
YES—Youth Enterprises Syndicate
YR—Youth Research Institute
ZUB—Emil Zubryn

Things Like These Shape a Paper's Character
—*And Its Circulation*

See our Brag on pg. 31A

New: Syndrome USA *by Flora Rheta Schreiber and Stuart Long*
In-depth magazine-style analyses of developing events. Weekly.

New: Let's Stay Well, *by Eugene Scheimann, M.D.*
Answers and opinions by a very human doctor. Daily.

New: Inside Astrology *by Madeleine Monnet*
Horoscopic analysis tied to the breaking news. Weekly.

New: Chef Marian *by Marian Burros*
A food-news package with features, photos, recipes, shorts. Weekly.

National Whirligig *by Ernest Cuneo*
Washington analyzed by a reporter, lawyer and ex-OSS man. Daily.

Dunkels' Sports Rating Services *by the Dunkels*
Dick Dunkel rates coming college football and basketball games. Weekly.
Bob and Dick, Jr., rate coming pro football games. Weekly.
All have almost incredible records of accurate forecasts.

THESE FAMOUS CARTOONS

Mutt & Jeff, America's oldest, by Al Smith. Daily & Sunday.

No-No with Sniffy and animal friends, by *George Fett*. Daily.

Life's Like That in the American family, by *Fred Neher*. Daily & Sunday.

Funland. Jokes, contests and prizes for the young, by *Art Nugent*. Sunday.

Editorial cartoons, with humor and bite, by *Poinier*. Daily.

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The famous first circulation-building weekly Prizeword Puzzle that has added millions of readers to American newspapers.
Daily and weekly Crossword puzzles, Anagrams, the Word Game and Test Your Vocabulary.

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Bridge lessons by the only husband and wife team of playing writers. Daily.

Ask Dr. Brothers *by Dr. Joyce Brothers*
Sound answers to real problems by the nation's most noted psychologist. Daily.

Teenage Date-Line *by Ele and Walt Dulaney*
A young couple answer controversial questions for young readers. Weekly.

Marriage, Children and You *by Dr. David Goodman*
A marriage counselor offers guidance in human problems. Five a week.

Beauty and You *by Solange Bertrand*
How readers can do their most beautiful with face, figure. Daily.

Interior Decorating *by Genevieve Meyer*
Authority tells how to make living more beautiful. Four times a week.

Fashion League *by Florence de Santis and Staff*
A complete fashion package: features, Q&As, sketches, photos galore. Weekly.

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A noted consultant tells the best ways to sew, fit and remodel. Twice a week.

Only in America *by Harry Golden*
The wit and charm of a great American columnist. Thrice weekly.

Vaughan at Large *by Bill Vaughan*
Heart-of-America humor by a modern Will Rogers. Thrice weekly.

Love on Life *by Phil Love*
A hilarious column of humor and satire. Weekly.

Architects' Home Plans *by Gerry Bishop*
A house-plan service that produces revenue for papers. Weekly.

First Aid For the Ailing House *by Roger Whitman*
Home care tips, worth a fortune these days. Daily.

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Amusing cases, with citations, by a reporter turned lawyer. Daily.

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Fashion expert tells what men wear and should. Four times a week.

Him *by Alex Sheftell*
What notable males are doing with the new look in fashions. Weekly.

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ABBREVIATIONS, SYMBOLS, CLASSIFICATIONS

Annually ..... an
Daily ..... d
Sunday ..... S
Contract ..... cont
Daily & Sunday ..... dS
Daily except Saturday ..... dexSat.
Daily except Sunday ..... dexS
Every other day ..... eod
Every other Sunday ..... eoS
Every other month ..... eom
Five Times weekly 5tw
Three times per month 3tm
Occasionally ..... occ
Fortnightly ..... fn
Individual ..... ind
Monthly ..... m
Quarterly ..... qt
Seasonal ..... sea
Semi-monthly ..... sm
Semi-weekly ..... sw
Six times a year 6ty
Tri-weekly ..... tw
Weekly ..... w

Size of Feature

Number of words ..... 500etc.
Column wide and inches deep 4c5", 7c4", 7c16", etc.
Page (Standard) ..... ps
Page (Tabloid) ..... pt
Half-page (Standard) ..... hps
Half-page (Tabloid) ..... hpt
Half-page (Vertical) ..... hpv
Third-page (Standard) ..... tps
Third-page (Tabloid) ..... tpt
Quarter-page (Standard) ..... qps
Quarter-page (Tabloid) ..... qpt
Quarter-page (Horizontal) ..... qph
Sixth-page (Horizontal) ..... sph
Sixth-page (Vertical) ..... spv
Varies ..... var

How Feature is furnished

Mimeographed ..... mim
Manuscript ..... man
Offset Reproduction Proofs ..... orp
Illustrated ill
Illustrated with glossy Print Photos ..... igp
Illustrated-photos in negative form ..... ing
Mat complete ..... mat
Illustration Only in mat Form ..... ilm
Wire ..... w
Teletype ..... tt
Available on Tape ..... tape
Also available in Spanish*

Classifications (Indicated by "C")

——Art (see 11-Columns)
1—Astrology, Graphology
——Horoscope (see 1—Astrology)
2—Automotive
3—Aviation
4—Beauty
4A-Boating
5—Books
6—Bridge
7—Business, Financial, Legal
8—Cartoons and Panels (Humorous)
9—Chess-Checkers
10—Children
——Coins (see 38—Stamps, Coins, Medals)
11—Columns
12—Comics (strips and Sunday pages)
——Cultural—Art, Entertainment, Literature, Poetry, Theatre (see 11-Columns)
13—Editorial (text)
14—Editorial Cartoons
——Entertainment (see 11-Columns)
——Farming (see 19—Gardening)
15—Fashions
——Financial (see 7—Business, Financial, Legal)
16—Fiction
17—Fillers, Poetry
18—Food
19—Gardening, Farming
——Graphology (see 1—Astrology)
20—Health
21—History, Politics
22—Household, Do It Yourself, House Plans, Interior Decorating
——Legal (see 7—Business, Financial, Legal)
——Literature (see 11-Columns)
23—Maps
——Medals (see 38-Stamps, Coins, Medals)
24—Motion Pictures
25—Music
26—Nature
——Outdoors (see 37—Sports, outdoors)
27—Patterns
27A—Pets
28—Photography (columns on)
——Poetry (see 11-Columns)
——Politics (see 21—History, Politics)
29—Puzzles-Quizzes
30—Radio-Television
31—Religion
32—Research, Polls, Surveys
33—Science
34—Serials
35—Short Stories
36—Special Pages
37—Sports, Outdoors
38—Stamps, Coins, Medals
38A—Teen Age
——Television (see 30—Radio-Television)
39—Travel
40—Veterans
41—Women's Pages

CLASSIFICATIONS OF SYNDICATED FEATURES

1—ASTROLOGY - GRAPHOLOGY

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Astraldada Computerized Astrology—7&W-orp ..... PHS
Astro-Guide—d-2c 1"-mat-orp—Ceean .. MGP
Astro-Scram—ds-2c3½"-mat-orp—Jack Fiteh ..... LED
Astrology—w-500-orp—Norma Gleason ..... GLE
Astrological Bulletin w-2500-mim ..... AFP
Astrology Forecast—dS-500-min—Sydney Omarr ..... GFC
Astrology Today—W-500-min—J. Naylor ..... BPS
Carroll Righter—dS-500-tape-min—Carroll Righter ..... MCN
Daily Horoscope—d-300-man—Francesco Waldner ..... MIL
Estrellita (Horoscope)—6tw-mat ..... KFS
Horoscope—dS-man Constella ..... CTN
***Individual Horoscope—d-mim—**Frances Drake ..... KFS
Inside Astrology—S-600-700-mim-ill—Madeleine Monnet & Joseph Goodavage BM
Jeane Dixon Horoscope (and Predictions)—dS-3c5½"-orp—Jean Dixon .. NE
Moon Messages For You—d-8x14-300-mim—Cullen Moore ..... CMS
Pen Is Mightier Than the Couch—TW-200x300-2c4" mim-ill—Patricia Lavin ..... BUR
Lucky Week—w-pt-orp-ill—R. Stirling ..... BPS
Olga Knows—w-2c13"-orp—Patsy Milligan ..... QUE
Star Gazer—dS ..... MCN
Star Stansaz—W&M-300-man—Allen Glasser ..... GLA
Stars—SW-250-mim-orp—Perry Snell ..... CNS
Stars and Lovers (Questions and Answers)—w-3c-1000-mim—Cullen Moore ..... CMS
Stars & Fashion—an-600-mim—Cullen Moore ..... CMS
This Week In Astrology—S-hps-tps-pt-mat-orp—Carl Payne Tobey & Robert L. Tubbesing ..... ESS-NEA
Watch Your P's and Q's—w-2c14"-orp-ill—Harriet Dunbar ..... DUN
***Wishing Well**—d-2-col-mat—William Miller ..... KFS
***Your Birthday**—*dS-500-orp—Stella .. UFS
Your Handwriting—3tw-100-mim—William J. Ryan ..... RTS
Your Handwriting Tells On You—tw-250-mim—Dorothy St. John Jackson ..... CKS
Your New Year Tips—an-600-mim—Cullen Moore ..... CMS
Your Stars—w-800-man—Constance Sharpe ..... MIL
Zody—dS-1c2¼"-orp-mat—Mary Meyers UFS

2—AUTOMOTIVE

Auto-Album—w-2c4¾"-mat-orp—Ted Burness ..... RTS
Auto-Kno—cont-var-man-mim—T. Jerome Bishop ..... BIS
Automobile Buyer's Guide—an-7"x10"—paperbound book 100 pgs.-ptg-ill—Mel Martin ..... MME
Automobiles—w-400-mim—David Aller .. DILJ
Autorama—w-1000-var-mim—Mel Martin ..... MME
Car Crazy—w-var-orp-ill—Bilko ..... BPS
Daily Financial News Reports domestic & foreign, teletype 7xw ... PRW
Features—w—Ida Fried ..... EPS
Inside Auto Racing—3tw-800-mim-igp—Don O'Reilly ..... AU
Inside Detroit—w-800-mim-igp—Don O'Reilly ..... AU
Let's Talk About Your Car—w-500-mim—Ray Hite ..... ECS
Motor Car Museum—w-panel-mat—Jack Bard ..... RUS
Motor Racing—w-var-600-800-mim-man—Staff ..... INF
Motor Tips—w-500-mim—Stirling Moss ..... BPS
Motorways—w-500-mim-orp-igp—Jeff Cushing ..... CNS
Ray Carr Talks Cars—w-1400-mim—Daniel O'Connell ..... CAF
Seems To Me—1c3"-2c1¾"-mim-ilm—Al Block & Staff ..... AB
Stapley On Cars—2pw-500-mim—Ray Stapley ..... TTS
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... BPS
The Driver's Seat—w-500-600-mim ..... MEA
Wheeling It—w-3c10"-man-orp-ilm—Bob Cochnar ..... ESS-NEA
Your Car—w-350-mim—Eugene Milmoe ..... GFC

3—AVIATION

Daily Financial News Reports domestic & foreign, teletype—7xw ... PRW

4—BEAUTY

Ask Jennifer—sw-450-mim-ilm—Jennifer Anderson ..... MED
A Lovelier You—5tw-85-1c-2c-ilm-tape—Mary Sue Miller ..... PHS
A Shoal of Stars—7 pt. series-ill-mim—Hugh Downs ..... DDS
Adult Hair Styles—w-1c5", 2c3"- ilm, igp ..... SPS
Beauty—w-400-man-ill-ilm—Vivian Brown ..... APN
Beauty—dS-man—Ruth Kling ..... CTN
Beauty and You—d-ex-S-200-mim-ill—Solange Bertrand ..... BM
Beauty at Home—ds-150-200-mim—Lynn Carter ..... WLG-MS
***Beauty Box**—6tw-mat-proof—Jeanne D'Arcy ..... KFS
Beauty Briefs—300-450-2c-man-tape orp ..... ESS-NEA
Beauty Care—w-800-mim ..... AFP
Beauty Hints—w—Dina Dellale ..... EPS
Beauty in the News—w-600-mim—Catherine Brewster ..... WNS
Beauty Arts Layouts—w-2c-3c-1c-il-ilm-orp—Staff ..... ESS-NEA
Beauty Bazaar—w-300-mim-orp—Beth Mohr ..... CNS
Beauty Nook—w-500-orp-met—Anne Wright ..... TTS
Beauty Spot—w-125-150-man—Christy ..... SS
Beauty Secrets of the Stars—w-500-mim—Anita Hamilton ..... HLW
Beauty Tips from Hollywood—w-500-orp—various ..... BPS
Beauty Tips—w-350-mim—Beth Mohr .. CNS
Editorial material and picture service for women's pages—all material such as fashion, food, beauty, etc.—d-S-w-m-ms-ill—for foreign and domestic use UOP
Features—w—Ida Fried ..... EPS
Hair Fashion—w-reg-mim—Various .... BPS
Handle With Care—w-500-mim—Evelyn Zee ..... ASC
Health and Beauty—w-1¾c7"pt-orp—Lillian Hughes ..... EC
Hollywood Beauty—3&w-350-mim-ill—Lydia Lane ..... LAT
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Let's Be Beautiful—3tw-3c-ill-ilm—Arlene Dahl ..... CTN
***New You, A**—3tw-mat-ill-ilm—Emily Wilkens ..... KFS
Pinup Photos—cont-ind-var-ill—Staff .. GRE
Space Age—w-500-min-orp—Frank Macomber ..... CNS
Snadea Hair Patterns—w-4c8"-ill ..... SPS
Teen Hair Styles—w-1c5¾"-mat-igp .. SPS
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
The Fashion Strip—sw-100-200-1c6-8"-mim-igp—Ethel Burge ..... BUR
Women's Wear Daily—d-var-ill ..... FA
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Features—w—Ida Fried ..... EPS
Mark Trail's Outdoor Tips—dexS-1c5⅛"-mat—Ed Dodd ..... PHS
Martin's International Newsreel—occ-var-igp-M. W. Martin ..... MAR
Motor Boating—w-500-orp-ill—Norman Phillipps ..... BPS
Power and Sail—w-600-mim-ill—Almon Lockabery ..... GFC
Sports Column—dS-500-wire—Arthur Daley, Robert Lipsyte ..... NYT
Up Anchor!—S-hps-tps-pt-mat-orp—Kreigh Collins ..... NEA
U-Bild—w-50-igp—Steve Ellingson ..... MS
Woman's Wear Daily—d-var-ill— ..... FA

5—BOOKS

A Good Book To Read—d-var-man—Martin J. Ross ..... LAW
Arts and Literature (packet)—w-var-mim ..... AFP
Authors & Books—w-500w-orp—Gary Baranik ..... BAR
Basil Woon on International Events—w-900/1000-mim—Basil Woon ..... FED
Best Seller List—S-200-wire—Staff ..... NYT
Bestseller—w-hps-pt-orp or book form—Various Authors ..... BPS
Best Sellers—w-100-orp—staff ..... UPI
Book Review—w-mim—Ralp Hollenbeck KFS
Book Review—3tw-var-wire—Staff ..... NYT
Book Review—sw-300-mim-orp—Sta¾ . CNS
Book Review—Jack Siegel ..... SAF
Book Reviews—w-400-mim—Barney Glazer ..... TCN
Book Reviews—w-350-mim—Marc Drogin TSS
Book Reviews—S-250-orp—Ernest Cady .. DF
Book Service For Newspapers—w-400-mim-mat—John Barkhaom & William G. Rogers ..... SAT
Books in The News—(book serialization) m-1200-1400-mim ..... PHS
Books—w-500 to 800-mim—various reviewers ..... WUP
Books—w-500-orp—Staff ..... UPI
Books and Arts—w-700-man—Miles Smith ..... APN
Books I Have Read—cont-var-man—T. Jerome Bishop ..... BIS
Books-of-the-Month—w-750-mim—John Austin ..... HIS
Bookshelf—3tw-1c6"man-mim—Jeff Lee ..... JL
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Book Serializations—occ-var-mim-ill-various ..... MED
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Cartoon Books—m-var-orp or book form—various authors ..... BPS
Cooking with Rojas-Lombardi—w-750-orp-mat—Felipe Rojas-Lombardi .... ESS-NEA
Cousin Tommies—d-500; 2c8"-mat-orp-ill—Tommy Lloyd ..... MOR
Features—w—Ida Fried ..... EPS
General News, Features—d-var- (pt, ps, hpt)—mim-man-orp—Staff ..... PWF
Kirsch, Robert (Books) ..... LTWP
Main Street—d-500etc-mim-man—Ted Green ..... PWF
Parade of Books—w-mim—Ralph Hollenbeck ..... KFS
"Quote" & Unquote—S-spv-mim—Edwin T. Grandy ..... GBR
Rare-Book Hunter—w-500-mim-ill—Van Allen Bradley ..... GFC
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education Veterans' Benefits, golf, patterns, fashion, needlework ESS-NEA
Reading For Knowledge—w-400-mim—Barney Glazer ..... TCN
Sid Ascher Around the World—w-750-mim—Sidney Ascher ..... ESS-NEA
The World & Basil Woon—w- 900/100-mim—Basil Woon ..... FED
The Literary Scene—3tw-500-mim—Allan Pryce-Jones ..... NE
Variety in Books—w-700-mim—Staff and outside reviewers ..... NCW
What's New In Books?—m-100-orp—Robert Lasky ..... AEW
Wolff, Geoffry (Books) ..... LTWP
World of Books—3tw-400-mim—William Hogan ..... CHR

6—BRIDGE

Bridge—dS-ill-ilm—Charles Goren ..... CTN
Bridge Column—de ex S-400-1c12"-ill-ilm-orp-man—Oswald & Jim Jacoby ESS-NEA
Contract Bridge—7tw-mim-ilm-mat—B. Jay Becker ..... CP, KFS
Jeremy Fint's Bridge Class—3tw-1c-mat-orp—Jeremy Flint ..... NNS
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Tomorrow's Bridge—dS-500-mim—William Seamen ..... RTS
Win At Bridge d ex S-400-1c12"-ill-ilm-man-orp—Oswald & Jim Jacoby ..ESS-NEA
Winning Contract—d-350; S-500-mim-mat—Howard Schenken & Richard Frey ..... BM

7—BUSINESS - FINANCIAL

About Real Estate—w-750-mim—Don Campbell ..... RTS
Accion Legal (Spanish)—d-500etc-man Martin J. Ross ..... LAW
A Family And Its Money—w-600-man—G. L. Ludcke ..... BEL
Around Town—w-2c4"-mat-orp—Rube Weiss ..... BLA
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British Financial Week—w-var-mim ... AFP
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Business Blueprint—w-500-mim—Ed Nassauer ..... ICS
Business Bulletin—ftw-var-mim ..... AFP
Business, Financial, and Banking—fu-800-1200-man ..... GLN
Business Outlook—3tw-var-ilm-proof—J. A. Livingston ..... PHS
Business Tips—dexS-200-mim— ..... UFS
Business Today—d-mim-800—Elmer Roessner ..... BM
Business Today—5tw-500-wire—Dean C. Miller ..... UPI
Canadian Business Report—3tw-var-mim—Jim Meyer ..... TSS
Civil Service Column—w-500-mim—Ralph Moseley ..... CNS
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Commercial and Financial Quotations, and Prices—d-tt ..... AFP
Criswell Predicts—5tw-tps-man—Criswell ..... NEW
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Daily Investor, The—5tw-500-mim-tape Charles J. Elia ..... UFS
Daily Stock Market Chart (short term trend)—d-5tw-orp-ill—Charles E. Carden ..... STO
Dr. Palyi Comments—w-man—Melchior Palyi ..... CTN
Economic Impact—w-1000—Hobart Rowan ..... LTWP
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Financial News—5tw-var-mim ..... AFP
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Financial Report—d-500-mim-orp—Carl Ritter ..... CNS
For Women Who Work—tw-450-mim—Alice Skelsey ..... MED
French Financial Week—w-2500-mim ... AFP
From Where I Sit—tw-1000-orp—Samuel Feinberg ..... FA
General News, features—d-var (pt, ps, hpt) mim-man-orp—Staff ..... PWF
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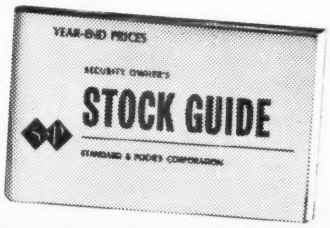

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New York Times Averages (Stocks)—5tw-wire—Staff ..... NYT
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Stock Market Roundup—5tw- 500-wire—Staff ..... NYT
Stocker the Broker—d-1c3"-mat—Henry Boltinoff ..... WSS
Stocks Of The Week—w-300-mim-Electronic Stock Evaluator Corp ..... AD
Successful Investing—5tw-200-mim—Roger Spear ..... GFC
Sunday Stock Market Chart (long term trend)—S-orp-ill-mat-3c5"-300-min—Charles E. Carden ..... STO
Test Yourself—w, d-250-500-orp-ill—Jane Sherrod Singer ..... BPS
The Constitution—d-500-mim—Porter Williamson ..... MSC
The Heritage of The American Businessman—tw-2x5-mat—Michael H. McBride .. MCB
The Human Side of Investing—w-600-manx—G. L. Ludcke ..... BEL
The Money Tree—3tw-600-mim—Milton Moskowitz ..... CHR
The Reluctant Taxpayer—3tw-300-mim—William Raby ..... LAT
The Stock Market—5tw-600—Philip Greer ..... LTWP
The Street—w-800—Sidney Rutberg .... FA
Ticker Topics—w-500-mim—Ed Nassauer.. ICS
Today's Business Mirror—5tw-man- on AP wires—John Cunniff ..... AP
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Trade Winds—dS-600-mim—Lou Schneider ..... NANA
Trials & Tribulations—tw-300-mim—Florence K. Palmer ..... AD
UPI Financial News Service ..... UPI
Wall Street Chatter—5tw-400-wire—Staff ..... UPI
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Weekly Financial—w-500-on AP wires—Phil Thomas ..... AP
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S—CARTOONS AND PANELS

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Ad Libs—dexS-1c/2c-mat-orp—Larry Hurb & Jim Whiting ..... GFC
All in Sport—d-1c-2c-mat—Chet Adams CTN
American Cartoons—d-var-orp-various .. ROA
Amy—dexS-2c3"-mat-orp—Jack Tippitt RTS
An Altar Boy Named Speck—w-2c6"-orp-mats—Margaret Ahern ..... NCW
Andy Capp—d-3c4"-w-hpt, tps-mat—Reg. Smythe ..... MIL
Animalogic—dxS1c4"-mat-orp—Ed Nofziger ..... LAT
Around Town—w2c4"-mat-orp Rube Weiss ..... BLA
Art's Gallery—d-2c6"-mat-orp—Art Finley ..... CHR
Auto Album—w-2c1¾"-mat-orp Tod Burness ..... RTS
Beep-Beep—dS-2c4"-orp—(French & English)—Robert Leduc .. SOP
Belly Laughs—dexS-4x5-orp-mat—Sarge O'Neill ..... SOU
Bevedere—dexS-2c3½"-mat-orp—Nat Greenwood ..... AD
Berry's World—d-2c1½"-mat; S-tps-hpt-orp-hpt-mat—Jim Berry ..... ESS-NEA
Better Half, The—d-2c3"-mat-orp-S-hpt-tps—Bob Barnes ..... RTS
Bible Today—d-2c4"-mat-orp-ill M. Roget ..... MOR
Biff Buff—dexS-1c4-mat-orp—Kearney Egerton ..... LAT
Big George—d-2c-ilm; S-pt-hps-tps-mat—Virgil Partch ..... PHS
Boy and Girl—dexS-2c2"-mat-orp John Rouson ..... GFC
Brother Juniper—dexS-2c-ilm—Fred McCarthy & Len Reno ..... PHS
Brou-haha—m-1c3"x2½"-orp-various .. COM
Bumper Sticker—d-5¼x1½ or 3 or 4 col-mat-glossy ..... MCN
Candy—w-2c5"-mat—Tom Dorr ..... CSP
Captain Kate—d-4c; S-tps-hps-pt-Jerry & Hale Skelly ..... KFS
Car Crazy—w-1000-orp-ill—Bilko ..... BPS
Caricatures—3tw-1c-mat—Robinson ..... CTN
Carmichael—dexS-1c5"-mat-orp—Dave Eastman ..... LAT
Carnival—d-2c5¼"; S (plus Mr. Marryweather)-hps-tps-pt-mat-orp—Dick Turner ..... ESS-NEA
Cartoon Books—m-var-orp or bookform—Various Authors ..... BPS
Cartoon Bug—sw-3c4"-ill-mat-orp John Gallagher ..... MED
Cartoon Humor Service—qt-var-orp-mat—Art Gates & others ..... GF
Channel Chuckles—d-1c4"-1im; S-pt-bps-tps-pt-mat-orp—Bil Keane ..... RTS
Chateau & Briand—w-7"x2¼"-mat-igp- SPS
Children's Letters To God—d-1c/2c-mat—Stuart Hample ..... KFS
Ching Chow—d-1c—Will Henry ..... CTN
Church Chuckles—w-2c1½"-mat-orp—Charles Cartwright ..... SM
Citizen George—w-2c1¼"-orp-mat—George Wolfe ..... SM

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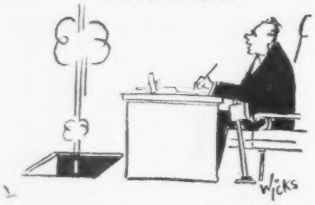

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LOS ANGELES TIMES / WASHINGTON POST NEWS SERVICE

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Rex Barley, Director of Syndicate and News Service *Ed Grade, Chief Editor*

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QUALITY FEATURES FROM LOS ANGELES TIMES SY

ASTROLOGY

	WEEKLY FREQUENCY
Aladdin's Lamp by Roger Vega—Fully matted two-column forecast, numbers and puzzle game.	6
Astrological Forecast by Sydney Omarr—Seven times weekly by the internationally renowned, foremost expert in his field.	7

BRIDGE

Sheinwold on Bridge—World-famous Alfred Sheinwold writes seven times weekly. Matted hands.	7

BUSINESS-FINANCIAL

Investors' Forum by Harry France—Column with inside information on market and investment world.	1
Successful Investing by Roger Spear—Authoritative investment advice in high-readership columns.	5
The Reluctant Taxpayer by William L. Raby—Money-saving tips about taxpayers and tax agencies.	3

CARTOONS AND PANELS

Ad Libs by Larry Hurb and Jim Whiting—Daily classified section panel in one- and two-column size.	6
Animalogic by Ed Nofziger—Refreshing animal humor in a one-column panel.	6
Biff Buff by Kearney Egerton—Daily one-column sports page panel which can be *localized* for your city.	6
Boy and Girl by John Rouson—Daily two-square format of pantomime humor.	6
Carmichael by Dave Eastman—Tremendous reader identification in the original tall, one-column daily panel.	6
Ladies Day by John Rouson—Daily one-column change-of-pace sports panel with feminine angle.	6
Li'l Ones by Jim Whiting—Entertaining one-column humor panel.	7
Love Is . . . by Kim Grove—Tremendous reader acceptance is shown for this warm and tender best-selling one-column panel.	6
Mr. Tweedy by Ned Riddle—Daily two-column panel that is an American classic.	6
Pick of Punch—Lively cartoons each week from Britain's most famous humor magazine.	6
Smart Chart by Herb Stansbury—Business and financial pages brighten when this change-of-pace one-column panel is used.	6
TV Tee Hees by Henry Scarpelli—Daily one-column humor panel for TV section.	7
Wee Women by Jim Whiting—Daily one-column humor panel for women's pages.	7
Why We Say by Bob Morgan and Pete Hoffman—Daily one-column panel on origin of words.	6

CARTOON STRIPS

	WEEKLY FREQUENCY
Frontiers of Science—Dramatic visual presentations of scientific achievements.	5

COMIC STRIPS

Hey Swingy by Jan Green — Daily comic strip spotlights humor of teen-agers.	6
Jeff Cobb by Pete Hoffman—Daily exciting true adventures of newspaper crusades.	6
Little Eve by Jolita—Daily pantomime humor in space-saving, shallow format.	6
Little Pedro—Pantomime strip featuring the lovable south-of-the-border hero.	6
Little Sport by John Rouson—Daily feature is the world's largest-circulation sports comic strip.	6
Moco—Pantomime import from Denmark daily features zany little Mister Everyman.	6

EDITORIAL CARTOONS

Lou Grant—Bright cartoon with solid impact by editorial cartoonist for the Oakland Tribune. Three columns wide.	5
Hugh Haynie—Hard-hitting, striking art by cartoonist of the Louisville Courier-Journal. Three columns wide.	5
Frank Interlandi—Poignant satire in this supplementary panel by award-winning Los Angeles Times artist. Two columns wide.	5
Pat Oliphant—Unique style by Pulitzer Prize-winning cartoonist of the Denver Post. Three and four columns wide.	5
Corky Trinidad—Asian point of view by Philippine-born cartoonist for the Honolulu Star-Bulletin. Four columns wide.	2
Ben Wicks—Small panel designed for page one or editorial section by Toronto Telegram artist. One or one and one-half columns wide.	8

ENTERTAINMENT

Joyce Haber—Five releases each week on a new Hollywood by filmland's best columnist.	5
Cecil Smith Television Column—Nation's top TV columnist writes incisive reports.	3
Shows to Watch—Capsule summaries of the upcoming top shows on TV each week.	7

ETIQUETTE

Amy Vanderbilt's Etiquette—World's leading authority on gracious living writes high-readership releases.	6

SYNDICATE AND GENERAL FEATURES CORPORATION

HEALTH

WEEKLY FREQUENCY

Child Care by William G. Crook, M.D.—Pediatrician-author provides enlightenment on care of children. 6

Food and Your Health by Fredrick J. Stare, M.D.—Nation's leading expert on nutrition. 2

For Better Health by S. L. Andelman, M.D., M.P.H.—Top authority reports on wide variety of medical subjects. 6

Medical Memos by H. L. Herschensohn, M.D.—Crisply written releases in space-saving and flexible format. Illustrated. 5

HOUSEHOLD, DO-IT-YOURSELF

Easi-Bild Woodwork Patterns—Full-size woodworking patterns on everything for the home. 1

Handy Family by Lloyd Birmingham—How-to-do-it strip features fine items for the home. 1

Homeowners' Money Savers by Douglas Tuomey—Reports ways to save money around the house and handle most home projects. 2

HUMOR

Art Buchwald Column—Here is America's greatest humor columnist. 3

Daffynitions by Paul Gilbert—Five short humorous definitions each day, six times a week. 6

Today's Chuckle—Rated most successful newspaper feature in America today. Daily page brightener. 8

Weekend Chuckles—Humor with bright art. Ideal for magazine sections. 1

OPINION COLUMNS

Joseph Alsop—Distinguished reporter and journalist who hops to world trouble spots. 3

Harry S. Ashmore—Candid, provocative and controversial reports on the state of today's civilization. 1

Roscoe and Geoffrey Drummond—This father-and-son team has inside sources for big political stories. 3

Lt. Gen. Ira C. Eaker—National security affairs column by knowledgeable military leader. 1

Jim Fiebig—Short, sophisticated column of wit, poignancy and warmth. 3

Sen. Barry Goldwater—Distinguished statesman writes hard-hitting, topical and informative reports. 1

Sandra Haggerty—"On Being Black" column is ideal for weekend editorial, feature or family sections. 1

Paul Harvey—One of America's most popular columnists reports on the world scene. 3

Jenkin Lloyd Jones—Timely and thoughtful views on global affairs that are rich in historical perspective. 1

Russell Kirk—One weekend and three weekday columns from one of the nation's top literary talents. 4

Max Lerner—Tough-minded, realistic liberal who calls his shots fearlessly. 3

Frank Mankiewicz and Tom Braden—The *new* liberal voices of the loyal opposition with fresh, in-depth commentary. 3

Max Rafferty—Thought-provoking, stimulating and controversial columns. 2

Harriet Van Horne—Controversial writing by top female columnist with hard-hitting viewpoint. 3

PATTERNS

California Couture Patterns—California designers produce this monthly high-fashion feature. 1/M

Lois Holmes Knitting Pattern—Weekly service featuring latest styles by one of nation's top knitting and crochet experts. 1

Austine La Mar High Fashion—Appealing dress designs in a sparkling two-column format. 1

Iris Lane Dress Patterns—Low-cost patterns supplied in one-column format. 6

Martha Madison Needlework—Wide variety of sewing projects in one-column panel. 6

PUZZLES - QUIZZES

Coinword and Treas-O-Gram Contests—World-famous cash award crossword puzzle contests; big circulation builders. 1

Daily Crossword Puzzle—Six times weekly in complete mat or reproduction proof form; rated as the nation's best today. 6

Quote Acrostic—True puzzle buffs appreciate this "thinking man's" feature which is ideal for weekend editions. 1

Sunday Crossword Puzzle—Larger version of the excellent daily puzzle. Supplied in complete mat or repro form. 1

RELIGION

Bread of Life by the Rev. A. Purnell Bailey—Inspiring nonsectarian feature which is ideal for editorial page. 7

Lift for Living by Dr. Harold E. Kohn—Inspirational column for church or religious page. 1

Days and Customs of All Faiths by Dr. Howard V. Harper—Column gives background on religious holidays and customs. 1

RETIREMENT - SOCIAL SECURITY

Golden Years by Tom Collins—Column covers all phases of retirement and its planning. 1

It's Your Money by Wendell Coltin—Question-and-answer column on Social Security routines and problems. 3

Senior Forum by Paul Hightower—Questions and answers from members of the older generation. 5

SCIENCE

	WEEKLY FREQUENCY
Science for You by Bob Brown—Highly acclaimed by teachers, this illustrated feature presents science projects.	1
Stars Above by Sherman Walker—Weekly illustrated column for novice and advanced students of astronomy.	1
Wonders of the Universe by Dr. I. M. Levitt—Column by a leading researcher in field of space travel. Outstanding art.	1

SPORTS

Jim Murray Column—The nation's top sports columnist has tremendous sense of humor and irreverence.	5
Bowling at Its Best by Dick Weber—Panel in two-column format presents how-to-do-it bowling information.	1
Power and Sail by Almon Lockabey—Report on all types of boating by a top Los Angeles Times yachting writer.	1
Sportsman's Digest by Hal Sharp—All phases of camping and outdoor life are covered in this one-column panel.	6
Tenpin Tips by Frank Clause—Short text with one-column art, this panel brightens sports page.	6

WOMEN'S PAGES

Be Smart by Kubal—One-column panel gives a bright spot to any woman's section.	6
Clotheslines by Marylou—A new kind of direct, honest question-and-answer approach to help readers solve their clothes problems.	1
Dottie Decorates by Dorothy and Harry Brown—All phases of home decorating covered in this panel.	1
Fast Gourmet by Poppy Cannon—World-famous cooking expert on easy-to-fix dishes.	3
Hollywood Beauty by Lydia Lane—Diet, grooming, health and fashion with the glamor of Hollywood.	3
Home Line by Dorothy Ritz—Chatty conversations six times weekly featuring household hints. Big mail puller.	6
Skillet Club by Frank Kohler—Easy-to-follow recipes by a male writer who is a favorite with many women.	1
Thrifty Nifty by Helen Robertson—One-column panel of food and household ideas.	6
World of Style by Gerta Grudel—Column reports on latest trends of fashion. Illustrated.	1
Your Home by Carolyn S. Murray—Columns by Los Angeles Times Home Magazine editor deal with home, furniture and new products. Exclusive art included.	2

SPECIAL FEATURES

	WEEKLY FREQUENCY
All About Pets by Eleanor Price—Column with beautiful line-drawing art covers all domestic pets.	1
Ask Beth by Beth Winship—Teen-agers really read and appreciate this top-rated, highly praised advice column from the Boston Globe.	3
Case Book of Dr. Chase by Loriene Chase, Ph.D.—Entire range of human relationships is covered in stimulating consulting-room dialogue.	3
City Editor's Tip Service by John Clift—Package of sharp news ideas so your city desk can make it local.	1
Coin Roundup by Maurice M. Gould—Illustrated column with information on rare and valuable coins.	1
Going Places by Ron Butler—Illustrated column presents details on travel to every part of world.	1
Isn't It The Truth! by Carl Riblet Jr.—Editorial page or feature section brightener.	8
Justice Said by M.R. Williams—Precedent-setting decisions of U.S. Supreme Court in 100 words.	3
Man to Man by William Thomas—Reports on latest in men's apparel in this illustrated column.	1
Mind Your Money by Peter Weaver—Expert with buying advice for entire family. Combine the essay release and the Q. and A. column for weekend blockbuster.	2
Rare-Book Hunter by Van Allen Bradley—Famous literary editor talks about old and valuable books.	1
Reader's Courtroom by Henry Rothblatt—Everyday law and valuable information on actual court cases.	6
Sketches by Ben Burroughs—Short, light verse that is high in readership.	7
They Had a Dream by George Reasons and Sam Patrick—Completely fresh approach to American history.	1
Weather and You by Carl Riblet Jr.—Unique feature reports how weather affects well-being and fate of all.	6
Words, Wit and Wisdom by William and Mary Morris—Helps improve reader's knowledge of words, grammar and usage.	6
Your Car by Eugene Milmoe—Column provides information on auto repairs and mechanical facts.	1

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CLASSIFICATIONS OF FEATURES

Citizen Smith —d-2c3½"-4c2"-mat-orp—
Dave Gerard ..... RTS
Classified Prom—occ-var-orp-mat—
various ..... GF
Collideoscope—m-1c3"x2½"-orp—
various ..... COM
Comedy Corner—w-2c3¼"-ill-ilm-
orp ..... ESS-NEA
Community Capers—w-2c3½", 3c4½"-mat-
orp—Al Smith ..... SM
Country Parson, The—w-1c-3½"-mat-orp—
Frank A. Clark ..... SM
Country Parson, The—d-1c4"-ilm—
Frank A. Clark ..... RTS
Cow Pokes—w-2c4"-3c6"-Mat-orp—
Ace Reid ..... COW
Craig/Autures—d-w-S-1c2"-mat—
Eugene Craig ..... DF
Crazy Capers—dex S-1c3"-mat-orp—
various artists ..... CF
Critters, The—dexS-1c2¾"-mat-orp—
Gene Patterson ..... AF
Crossword Puzzle—w-2c5½"-orp-mat—
Bernie Paschen ..... SM
Cuties—d-1c-2c—
E. Simms Campbell ..... KFS
Daily Flashback Calendar—dS-1c1¼"-mat-
orp—Dick Peeples ..... AF
Deems—w-4c2¼"-orp-mat—
Tom Oka ..... SM
Dennis the Menace—d-2c4⅛"; S-Pt-
hps-tps-mat—Hank Ketcham ..... PHS
Dinah Mite—w-1c1⅞x3"-mat-orp—
Joe E. Buresch ..... JEB
Digest of Books—m-pt-orp or bookform—
various ..... BPS
Dolly—dexS-2c1⅛"-mat—Bill Williams PHS
Editorial Cartoon—w-2c5"-3c7"-orp-mat—
Henry ..... SM
Editorial Cartoon—w-2-3c6"-ilm-orp—
Ed Kudlaty ..... ESS-NEA
Editorial Cartoons—dS-3c6"-mat-orp—
Eugene Craig & Doc Goodwin ..... DF
Emmy Lou—d-2c1¼"-1c2"-S-hps-
tps-pt-mat—Marty Links ..... UFS
Faces In The News—d-½-c2"-1c4-mat-
orp—Frank Murphy ..... DIS
Family Circus—d;2c1½"-3c6-mat-orp-
S-tps-hpt-mat—Bil Keane ..... RTS
Fan Fare—d-1c6½"-3c—Walt Ditzen .. PHS
Farriswheel—dexS-2c-mat—Joseph Farris CTN
Farriswheel—w-var/panels-orp-ill—
Farris ..... BPS
Fischetti Cartoons—5tw-3c-1c-mat—
John Fischetti ..... PHS
Fletcher, The 4-H'r—w-1c1⅞"x3"-mat-orp—
Joe E. Buresch ..... JEB
For Better or Worse—w-2c6"/1c3"-orp-ill—
Justin Manning ..... FOU
For and About Teenagers—w-3c5-mat—
Staff ..... CSP
Foster Fenwick—d-2c5"-mat—
Mal Hancock ..... WSS
Foreign Cartoons—d-var-orp—
various ..... ROA
Foreign Strips (pancls)—w-orp-varies-orp
ill—various ..... BPS
French Cartoons—d-var-orp—
various ..... ROA
From Nine to Five—dexS-1c-2c-ilm—
Jo Fischer ..... PHS
Funsters—dexS-1c2½"-mat-orp—
John Broudhecker ..... AF
Ginger—*dexS-2c3⅛"-mat—
Getterman ..... UFS
Girls, The—dexS-1c-2c-ilm—
Franklin Folger ..... PHS
Golden Age—3tw-2½x3"-mat—
Robert Hoover ..... DF
Good Old Days, & Antique Fair—S-
tps-hpt-mat-w-3c1"-4c5⅜"—
Erwin L. Hess ..... UFS
Graffiti—d&s-1c-mat-gp—
Bill Leary ..... MCN
Grandpa's Boy—w-4c2¼"-orp-mat—
Brad Anderson ..... SM
Grin & Bear It—d-2c-3c; S-hps-pt-pts-mat—
George Lichty ..... PHS
Grubby—w-4c2¼"-orp-mat—
Warren Sattler ..... SM
Guess Who—w-1c4"-orp—
William Feld ..... STU
Half-Past Teen—w-2c6"-mat—
Joe Mahoney ..... CSP
Have Fun!—w-1c11"-mat-orp—
Lee Bryan and Rube Weiss ..... BLA
Hector The Director—d-1c3"-mat-orp—
Rama Braggiotti ..... LED
Here's An Idea—dexS-1c2½"-mat-orp—
Jerry Langell ..... AF
Hippy—d-2c-mat—
George Gately ..... CTN
Holland Panel—w-2c4½"-orp—
Buz Holland ..... AND
***Hubert**—d-2c-4c; S-pt-tps-hps-mat—
Dick Wingert ..... KFS
Hutch At Random—w-2c4½"-orp—
G. E. Hutchison ..... AND
Idea Chaser—dexS-1c2½"-mat-orp-
Jerry Langell ..... AF
It's A Cockeyed World—w-2c5"-mat—
Joe Kaliff ..... AMF
J. J.—w-3c3¾"-mat-orp—
Roy Dewar ..... RTS

Jest A Second—d-1c2½"-orp—
various authors ..... MIL
Jolly Jingles—w-5c4"mat-orp—
Graham Hunter ..... TIN
Josh Billings Sez—w-1c4"-2c5"-mat-orp—
Rube Weiss ..... BLA
Karikature Karnival—w-200-1c6"-ill-ilm—
Joe Kaliff ..... AMF
Karikaturettes—w-200-1c6"-ill-ilm—
Staff ..... AMF
Ladies Day—dxS-1c2"-mat-orp—
John Rouson ..... GFC
Ladults—m-1c3"x2½"-orp-various .... COM
Laff of the Week—w-2c6"-mat-ill—
Bob Barnes ..... CSP
***Laff-A-Day**—d-1c-2c-mat ..... KFS
Larry's World—w-d-s-var/panel-orp-ill—
Larry ..... BPS
Laugh It Off—d-1col-mat—Syd Hoff ... KFS
Laugh Time—d-2c-mat—
Bob Schroeter ..... KFS
Laughing Matter—dex-S-2c-mat—Salo .. CTN
Laughout—m-1c3"x2½"-orp—
various ..... COM
Laughs From Europe—d-2c4½"-mat-orp—
European Artists ..... RTS
Life in The Suburbs—w-2c3½"-3c4½"-
mat-orp—Al Smith ..... SM
Life's Like That—d-1c1⅞"-2c2⅞"; S-hps-
tps-pt-mat—Fred Neher ..... BM
Li'l Ones—dexS-1c1½"-mat-orp—
Jim Whiting ..... GFC
Little Farmer—w-4c2¼"-mat-orp—
Ken Pederson ..... SM
***Little Woman, The**—d-1c-2c; mat;
S-hps-tps-pt—Don Tobin ..... KFS
Live 'n Laff—w-2c5"-mat-orp—
Rube Weiss ..... BLA
Living—w-2c4-mat-orp—
Glenn Bernhardt ..... SM
Living Scriptures—w-2c4½", 3c6½"-
mat-orp—Jack Hamm ..... SM
Lockhorns, The—6tw-2c-mat—
William Carrell ..... KFS
Lonely Heart—d-1c2"-orp-mat—
Here Ficklen ..... AVA
Looking Around—w-2c10"-orp-mat—
Sid Hathaway ..... SM
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—
Harry Hanan ..... CTN
Love Is—dexS-1c3"-mat-orp—
Kim Grove ..... LAT
Love, Love, Love—6ty-1c3-mat-orp—
Chuck & Gwen Bowen ..... VWP
Lulu Belle—w-var-orp-ill—
B. Foley ..... BPS
Marmaduke—d-1c-2c-orp-mat—
Brad Anderson ..... NNS
Matrimony—m-1c3"x2½"-orp—
various ..... COM
Medicare—dexS-2c3½"-mat-orp—
Reamer Keller ..... AD
Merry Mixup—dexS-1c2"-2c1"-mat-
orp—Barbara Jones ..... AF
Minit Doodle—dexS-1c2¾"-mat-orp—
Louis Magila ..... AF
****Moose**—d-1c-mat; S-pt-hps-tps-mat—
Bob Weber ..... KFS
Mostly Male—S-pt-hps-tps-mat—
"Doc" Goodwin ..... DF
Mr. Tweedy—dexS-2c3¼"-mat—
Ned Riddle ..... GFC
Mrs. Bee. The Working Wife—dexS-
1c2¾"-mat-orp—Howard Boughner ... AF
Naturebug—S-tps-hps-mat—
John Hazlett & Edward S. Thomas .... DF
Nature-Tones—d-1c2¼"-orp-mat—
Raynor & Ficklen ..... AVA
Neighbors—dexS-2cmat—George Clark .. CTN
New!—d-1c4-2/16"-mat—
Gene Faweette ..... CWF

Notes on the News—d-1c2¾"-oup-mat—
Charles D. Pearson ..... PEA
Nothing But the Truth—w-2c5"-mat-orp
—Russ Arnold ..... SM
Nuts & Jolts—dexS-2c-mat—
Bill Holman ..... CTN
Off the Record—d-2c4½"-
S-hps-tps-pt-hpt—Ed Reed ..... RTS
***Office Hours**—d2cx3½"—
Cy Olson ..... CP, KFS
Office-Ours—m-1c3"x2½"-orp—various.. COM
On Campus—dexS-2c4½"-mat-
orp—Phil Frank ..... AF
Only The Newspaper—w-1c3"-4"-mat-orp—
Chuck Stiles ..... SM
Our Boarding House—d-2c3½"-2½"c
4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—orp
James Branagan & McCormack .. ESS-NEA
Our Parish—w-2c6"-orp-mat—
Peg O'Connell ..... NCW
Out of Orbit—d-1c3"-orp-mat—
Here Ficklen ..... AVA
Out Our Way—d-2c3"-2½"c4¼"-
3c5"—Negley Cochran; S-ps-hps-tps-
pt-hpt-mat-orp—Paul Gringer .. ESS-NEA
Panel Parcel—Today's Laugh—28tm-2c-mat—
Rod de Sarro, Cathy Joachim, Jeff Keate,
Reamer Keller, Tom Henderson, Frank
Owen, Joe Zeis, Betty Swords ..... CTN
Patterson's People—dexS-1c2¾"-mat-orp—
Gene Patterson ..... AF
Peeps At the Past—w-3c-mat,orp—
George McElroy ..... TTS
Phillip's Flock—w-4c2"-mat-orp—
Doc Goodwin ..... DF
Phyllis Diller's Marriage Manual—14pt.
Series-ill-mim—Phyllis Diller ..... DDS
Pick of Punch—dexS-2c5"-mat-orp—
various ..... TTS
Pick of Punch—dexS-2c4"-mat-orp
staff ..... LAT
PIXies—dexS-1c2⅝"-mat—
Jack Wohl ..... UFS
***Ponytail**—6tw-2c-mat; S-pt-phs-tps—
Lee Holley ..... KFS
Pops—w-4c2¼"-orp-mat—
George Wolfe ..... SM
Primetime—m-1c3"x2½"-orp—
Various ..... COM
Punography—6l-w-1c1⅜"-mat-orp—
Carlton Winford ..... WIN
***Queenie**—6tw-1c-2c-mat—Phil Intelandie KFS
Quickies—d-2c5", 1c3"-orp-mat—
Ken Reynolds ..... REY
Quizoons and Quoteoons—6tw-2c1"-orp—
Bonnie Woolsey ..... WOO
Rural Delivery—w-4c2¼"-orp-mat—
Al Smith ..... SM
Science Cartoons—w-3c5⅛"-ill-orp
John Lane ..... ESS-NEA
Seventeen—dexS-2c-mat—Lansky .....CTN
Short Ribs—d-1c2"-mat-S-tps-hps-pt-mat-
orp—Frank O'Neal ..... ESS-NEA
Short Stories—d-1c1¾"x2½"-orp-mat—
Art Gates ..... GF
Side Glances—dex-S-2c5¼"-mat-orp—
Gill Fox ..... ESS-NEA
Sign-O-Rama—5tw-2c1", 1c3¼"-mat-orp—
M. W. Martin ..... MAR
Silly Dillies—d-1c3"-mat-orp—
Bob Lagers ..... LED
Small Fry Diary—dex-S-1c3"-mat
Nonnee Coan ..... COA
Small Society, The—6tw-3c-1c-mat; S-
tps-hpt-color-1c-bl-mat—
Morrie Brickman ..... KFS
Smallshots—m-1c3"x2½"-orp-
Various ..... COM
Smart Chart—dexS-1c3"-mat-orp—
Herb Stansbury ..... LAT
Smiling Out Loud—dexS-4"x5"-orp-mat—
Surge O'Neill ..... SM
Sniffy d-1c—George Fett ..... BM
Social Security?—m-1c3"x2½"-orp—
various ..... COM

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MFI/ MEDIA FEATURES INC.

The Cartoon Bug

We talk a lot about involving the young reader in the daily newspaper . . . about establishing the newspaper reading habit at an early, impressionable age, and about how important it is for a paper in today's fast-moving, youth-oriented world to be "open" to young ideas, attitudes and talents.

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Sporteaser—dexS-1c3"-orp-mat—Eddie Germano ... CF
Sports Fillers—oce-var-orp-mat—ilm ... GF
Sportstop—m-1c3"x2½"-orp—various ... COM
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Strange As It Seems—d-2c4½"; *-S-hps-tps-pt-hpt- 7c3¾"-mat—Phyllis & Ernest Hix, Jr. ... SAI
Strange World of Mr. Mum, The—d-2c4¼"; S-hps-tps; mat—Irving Phillips ... PHS
Strictly Business—dexS-1c-2c-ilm—Dale McFeatters ... PHS
Teentrums—m-1c3"x2½"-orp—Various ... COM
Tabor Panel—w-2c4½"-orp—Frank Tabor ... AND
Tell It Like It Is—d-6tw-2c4½"-mat-orp—Ralph Dunagin ... PHS
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The Barnyard Gate—dexS-4"x5"-orp-mat—Sarge O'Neill ... SOO
The Bosleys—S-5c6¼"-4c, tps-hpt, orp-mat—John Stees ... UFS
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The Proverb Crow—w-1c3"-orp—J. D. McFarland ... MCF
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Then—Now—dexS-1c-mat—Roy L. Fox CTN
There Oughta Be A Law—d-3c4⅛"-3c3¾"-4"; *S-pt-hpt-hps-tps—Harry Shorten ... UFS
***They'll Do It Every Time**—d-3c-4c-mat; S-tps-pt-hps-mat—Bob Dunn & Al Scaduto ... KFS
13 to 19—m-1c3"x2½"—orp—various . COM
This Funny World—d-2c-mat—Misc. Cartoonists ... MCN
This Is Sport?—w-1c3", 2c5"-mat-orp—Court Alderson ... SM
Those Were The Days—w-4c2¼"-orp-mat—Art Beeman ... SM
Tickytacky Township—dexS-2c5"-mat-orp—Doug Wright ... TTS
****Tiger**—d-4c-mat; S-pt-hps-tps-mat—Bud Blake ... KFS
Time Out—dexS-1c-2c-ilm—Jeff Keate ... PHS
Tios—w-2c4½"-1c2½"—orp-mat—Ken Reynolds ... REY
Tizzy—dexS-2c5¼"-mat-orp—Kat Osann ... ESS-NEA
Today Is—d-1c2¾"-orp-mat—Ray Cruse ... DTB
Today's Index—dS-1c1¼"-mat-orp—Dick Peeples ... AD
Today's Funny—dexS-1c2½"—mat-orp ... ESS-NEA
Trixie the Trader—w-1c3"-mat-orp—Dick Ericson ... SM
Treasures In Your Attic—w-4x5-orp—Bill Wright ... SOU
Trudy—6tw-2c/4c; S-tps-hpt-sph-mat—Jerry Marcus ... KFS
TV Laffs—d-1c-mat—Cliff Roberson ... BM
TV Tee-Hees—d-1½"c-mat-orp—Henry Scarpelli ... GFC
U F Ohs.—m-1c3"x2½"-orp—various .. COM
Village Square—w-2c5¼"-mat-orp—Chuck Stiles ... SM
Weather Comics—d-1c4"-ill-ilm-orp ... ESS-NEA
Webster Classics—w-2c4"-orp-mat ... SM
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Wee Women—d-1c1½"-mat-orp—Jim Whiting ... GFC
Whatcha Get—6tw-1c3¾"-mat-orp—Carlton Winford ... WIN
Why We Say—dexS-1c3"-mat-orp—Bob Morgan and Pete Hoffman ... GFC
Woody's World—d-2c-mat-orp—John Holm ... NNS
Word-A-Day—dexS-1c-mat-ill—Micky Bach ... PHS

9—CHESS - CHECKERS

Chess Master—w-300-ilm-orp-mim—George Koltanowski ... GG

10—CHILDREN

A Child's Mind—ind.-2,000-mim—Muriel Beadle ... DDS
Adventures of Tiny Turtle—dexS-4c, 5c-mat-orp—Brint Schorer, Jr. ... TIN
Ask Andy—dexS-750-mim—Andy ... CHR
Cappy Dick—S-hps-pt-tps-mat—Cappy Dick ... PHS
Cartoon Bug—w-3c4"-ill-mat-orp—John Gallagher ... MED
Children's Stories—m-mat ... SPS
Children's Tales—S-hps-pt-mat—various authors ... MCN
Christmas Shopping Features—an-ps-man-tape-ill-ilm-orp—Staff ... ESS-NEA
Features w Ida Fried ... EPS
Good Manners for Children—d-300-400-mim—Marjabelle Young ... BM
Jolly Jingles—w-5c4"-mat-orp—Graham Hunter ... TIN
Junior Editors—6tw-2c8"-orp-mat—Carlton Waugh ... APN
Let's Make—S-2c3" & var-mat-orp—Ben Corey ... HAR
Parents and Children—3tw-250-1c-2c-ilm-ill-orp-mim—Arnold Arnold ... NNS
Parent-Child—dS-man—Dorothy Rose .. CTN
Parent Problems—6tw-mim—Dr. Garry C. Myers ... CP, KFS
Parents Ask—From the Gesell Institute of Child Development—5tw-500-mim—Louise Bates Ames, Ph.D. ... PHS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ... BON
Points for Parents—d-2c4"-mat-orp—Mary Bryson ... RTS
Raising A Human Being—w-500-mim—Dr. Lee Salk ... RTS
Sandy—dexS-hps-orp-mat—Jim & June Unwin ... HPS
Talk To Tenna—w-600-mim—Gleeda McConahay ... CDF
Teach Your Child To Swim—ind-2c-orp-mat—Staff ... TSS
Tell Me Why—d-400-mim—Arkay Leokum ... WSS
The Tiny Times—w-ps-2ps-1pt-mat-orp—Brint Schorer, Jr. ... TIN
The Worry Clinic—dcS-550; 3c6"-mim-orp-ill-ilm—George W. Crane, Ph.D-M.D. .. HPS
Time-Life (Young Readers Edition)—w-hps, tps-col-orp ... SPS
Today's Children—6tw-mim—Grace Langdon and Irving W. Stout ... KFS
Today's Parent—w-600-mim—Barbara W. Wyden ... NYS
Uncle Ray's Column—dexS-400-mim-ilm—Ramon Coffman ... PHS
Wild World—w-400-mim—San Diego Zoo ... ESS-NEA
Women's Wear Daily—d-var-ill ... FA
World of Animals—w-cpw-orp, ill-Nan Fullerton ... BPS
You and Your Child—sw-3c-ill-ilm—Joan Beck ... CTN
You and Your Child—w-350-mim-orp—David Nydick ... CNS
Young Hobby Club—dexS-250-1c3"-mim-ilm—Canny Dick ... PHS
Your Baby & Mine—4tw-500-mim—Myrtle Meyer Eldred .. ... RTS

11—COLUMNS

Abe Martin—d-a5, 1c4"-ill-ilm-mim—Staff ... NNS
Accion Legal (Spanish)—d-500-man—Martin J. Ross ... LAW
A Conservative View—tw-750-mim—James J. Kilpatrick ... WSS
A Line O'Tyne or Two—d-2c-man—John T. McCutcheon, Jr. ... CTN
A Lovlier You—5tw-85-1c-2c-ilm-tape-Mary Sue Miller ... PHS
A Matter of Taste—3tw-350-mim-ill—William Pahlmann ... PHS
A Time For Living—w-600-mim—W. Robert Walton ... UNP
A Word Edgewise—3tw-mim—John P. Roche ... KFS
About Wine—w-350-mat or ilm—Colin MacKay ... CWF
African Digest—6tw-var-mim ... AFP
Air Hawk—w,d-spu-orp, ill—B. Foley ... BPS
Alexander Holmes—d-400-mim—Holmes Alexander ... MCN
Alson Column—3tw-500-mim—Joseph Alson ... LAT
American News Report—w-900-mim-Ben Gallob ... JTA
Amy Vanderbilt's Etiquette—6tw-500-mim—Amy Vanderbilt ... LAT
An Editor's Outlook—w-1000-mim-tape—Jenkin Lloyd Jones ... GFC
Ann Lander's Human Relations Column—ds-750-mim ... PHS
Anniversary Story—m-800-ilm—Graham Wilson ... CF
Antiques—w-400-mim-igp—Dorothy H. Jenkins ... DHJ
Around the World with Delaplane Q & A—S-500-mim—Stanton Delaplane .. CHR
Art, EtCetera—w-1000—Chauncey Howell ... FA
Arts and Literature—packet—w-var-mim ... AFP
As I View It—w-600-mim—Dr. John W. Gilbaugh ... AD
As We Were Saying—w-vas-mim—Robert Segal ... SAF
Ashmore Column—w-500-mim—Harry S. Ashmore ... LAT
Asian Reports—ind-500-1200-ill-mim-wire—Mark Gain ... TSS
Ask Andy—dexS-750-mim—Andy ... CHR
Ask Beth—3tw-350-mim—Beth Winship ... LAT
Ask Dr. Brothers—dS-1000-mim-tape—Dr. Joyce Brothers ... BM
Ask Jennifer—sw-450-mim-ilm—Jennifer Anderson ... MED
Assignment: America—3tw-mim—Phyllis Battelle ... KFS
Assignment TV—w-500-mim—Terrence O'Flaherty ... CHR
Astrological Bulletin—w-2500-mim ... AFP
Astrology—w-500-orp—Norma Gleason .. GLE
Astrology Today—w-500-mim—J. Naylor ... BPS
At Wit's End—3tw-400-mim—Erma Bombeck ... PHS
Ayuda Legal (Spanish)—d-500-man—Martin J. Ross ... LAW
Backdrop, The—w-750-mim—John J. Daly, Jr. ... NCW
Backstairs at the White House—w-400-wire—Staff ... UPI
Baker Column—3tw-750-wire—Russell Baker ... NYT
Barbs—dexS-100-1c4"-man-tape-ill-ilm-orp—Lee Mueller & Phil Pastoret ESS-NEA
Barney Glazer In Hollywood—dS-400-mim—Barney Glazer ... TCN
Barney's Blarney—dS-200-mim—Barney Glazer ... TCN
Batcave Hot Lime—tw-375-mim—Bruce Wayne ... LED
Beauty and the Beast—dexS-400-mim—Count Marco ... CHR
Beauty Tips From Hollywood—w-500-orp—various ... BPS
Be Your Own Sherlock Holmes—w-500-750 mim—J. Sherrod ... BPS
Before You Buy—w-700-mim—Margaret Dana ... UFS
Behind The Scenes At the United Nations—w-800-mim—David Horowitz ... WCP
Betty Beale's Washington Letter—w-750-mim-ill—Betty Beale ... PHS
Betty Canary's Column—tw-350-2c5"-man-orp—Betty Canary ... ESS-NEA
Between Us Girls—dexS-1c1"-ilm—Mrs. Ashton Wing ... AF
Between You And Me—w-800-mim—Boris Smolar ... JTA
Bishop Sheen Writes—w-800-mim—Fulton J. Sheen ... WSS
Bits & Pieces—dS-200-mim—Barney Glazer ... TCN
Blake Heart to Heart Talks—dS-man—Doris Blake ... CTN
Black and White—S-600-mim—Cullen McCoy ... BM
Bob Thompson, M.D.—d-500; 2c8"-mat-orp-ill—Bob Thompson, M.D. ... MOR
Book Reviews—w-400-mim—Barney Glazer ... TCN
Book Reviews—S-250-orp—Ernest Cady ... DF
Books-of-the-Month—w-750-mim—John Austin ... HIS
Book Service For Newspapers—w-4000-mim-mat—John Darkham & William G. Rogers ... SAT
Bridge Column—d ex S-400-1c12"-ill-ilm-map-orp—Oswald & Jim Jacoby ... ESS-NEA
Brier Column—3tw-400-mim—Royce Brier ... CHR
Broadway—3tw-500-orp-S-500-wire—Jack Gaver ... UPI
Broadway Beat—w-Hans Holber ... EPS
Broadway Karikatures—w-2c6"-600-man-ill-ilm—Joe Kaliff ... AMF
Broadway Vignettes—w-500-2c3"-man—Janet Banzet ... AMF
Buchwald Column—3tw-500-mim—Art Buchwald ... LAT
By George!—humor—d-200-mim ... UFS
California Stagecoach Days—w-500-mim—Vern Hammond ... OHF
Canadian Viewpoint—w-600-mim—Peter Thompson ... TTS
Capital Fare—d-500-mim—Andrew Tully ... MCN
Capital Spotlight—w-900-mim—Sam Lipski ... JTA
Capital Stuff—5tw-man—Ted Lewis .... CTN
Capitol Views—3tw-500-man—Willard Edwards ... CTN
Capsule Capers—w-600-700-man—Justin Manning ... FOU
Car Crazy—w-var-orp-ill—Bilko ... BPS
Car World—w-750-mim-igp.. Karl Ludvigsen ... YES
Career Corner—tw-500-mim—Joyce Lain ... MCN
Career Girl—2tw-500—June Wilson ... WNS
Case Book of Dr. Chase—3tw-350-mim—Loriene Chase Phd. ... LAT
Cassini Carousel—w-750-mim-igp—Oleg Cassini ... CF
Cats and Their Care—S-500-mim—Henrietta Hitchcock ... CF
Cecil Smith Column—3tw-400-mim—Cecil Smith ... LAT
Checking Up—5tw-2c-man—L. M. Boyd ... CTN
Chess Master—w-300-mim-orp-ilm—George Koltanowski ... GG

Cityscape—w-750—Wolf Von Eckhardt LTWP
Clyde Moore Says—dS-125-orp—Clyde Moore ..... DF
Cocked Eyebrow—m-500—Stan Anton .. YES
Coe, Richard L. (Drama) ..... LTWP
Coin-Wise—w-1c-2c-350-igp-mim—Leon T. Lindheim ..... NNS
Confident Living—w-650-mim—Dr. Norman Vincent Peale ..... PHS
Congressional Quarterly Almanac—an-bound volume ..... CQ
Consume Contract—sw-600-mim—Arthur E. Rowse ..... CNI
Consumer's Question Box—w-900-mim—Margaret Dana ..... UFS
Continental Diary—S-1,000-mim—Noel Anthony ..... NANA
Cooking with Rojas-Lombardi—w-750-orp-mat—Felipe Rojas-Lombardi ESS-NEA
Cousin Tommies Country Criticism—d-500; 2dS″-mat-orp-ill—Tommie Lloyd .... MOR
CQ News Stories—3tw-400-mim ..... CQ
CQ Weekly Report—w-reference and qt index ..... CQ
Crossroads Report—dexS-100-mim—D. E. Scott ..... SCO
Curious Facts—d-w-400-mim—Donald Whitacre ..... CFF
Current Events in the Classroom—w-sea-500-mim—Marvin Lipton ..... TSS
Daffynitions—dexS-150-mim—Paul Gilbert ..... GFC
Daily Language Lesson—d6S ..... HAR
Dalton Camp—w-500-mim—Dalton Camp ..... TTS
Darkside/Lightside—w-600—mim—Dick Gregory ..... ALL
Dateline: College—w-750-mim—Herbert B. Livesey ..... YES
D C Wash—w-man ..... CTN
Dear Abby—dexS-orp—Abigail Van Buren ..... CTN
Dear Doris—w-600-orp-mat—Doris Clark TTS
Dear Mrs. Mayfield—5tw-1000-mim-tape—Molly Mayfield ..... UFS
Dear Sally—dS-300-mim—Sally Shaw ..... WLG-MS
Denis Warner On Asia—oce-500-mim—Denis Warner ..... RTS
Designing Woman—3tw-600-ill-man—Barbara Taylor Bradford ..... CTN
Don MacLean Column—6tw-600-mim-Don MacLean ..... UFS
Do-It-Yourself—w-600-700-man-orp-ill-ilm—Mr. Fix ..... ESS-NEA
Do's and Don'ts for Mothers—5tw-150-mim—Dr. Phyllis Hostler ..... CF
Dogs—S-man-ill—Tom McNally ..... CTN
Douglas Fisher—4pw-500-mim—Douglas Fisher ..... TTS
Dr. Barrow's Problem—w-500-orp—Dr. B. Barrow ..... BPS
Dr. Wright's Medical Advice—w-500-orp—Dr. A. Wright ..... BPS
Dream Street—sw-2c-man—Robert Sylvester ..... CTN
Driven to Ink—w-500-600-mim—Eunice Kelly ..... CDF
Drumond Column—3tw-500-mim—Roscoe & Geoffrey Drummond ..... LAT
Education Service—tw-var-mim—Dr. Leslie J. Nason ..... APN
Education Today—w-thurs. Pons-500-wire—Staff ..... UPI
Eleanor Lambert's, She—3tw-300-500-mim—Eleanor Lambert ..... PHS
Entertainment Abroad—w-500-wire—Robt. Musel ..... UPI
Entertainment Features—TV Stage, Movie News—w-300-400-man-ill-ilm-orp—Joan Crosby & Dick Kleiner .... ESS-NEA
Entertainment Whirl—w-var-man—Buddy Busch ..... BAS
Etiquette, Correct Thing—dS-2c-mat—Elinor Ames ..... CTN
Everyday Editorials—5tw-1200-mim—Monte F. Bourjaily & Staff ..... GLS
Eye On Your Family—2tw-450-mim—Dr. Alfred A. Messer ..... PHS
Eye On The Presidency—3tw-700-mim—Nick Thimmesch ..... NE
"fact or fiction" . . . by Gil—cont-300-mim—Gil Whitton ..... WCS
Fact-O-Rama—w-600-mim—M. W. Martin ..... MAR
Family Travel—w-500-mim—Betty Lowry ..... CDF
Famous Authors Ent.—sm-2,000-mim-ill-various ..... PHS
Famous Recipes—w-250-750-orp-igp—J. Sherrod ..... BPS
Famous Short Stories—w-250-2000-orp-various ..... BPS
Features—w—Ida Fried ..... EPS
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Feedback—w-500-750-mim ..... YES
Food and Your Health—2tw-350-mim—Frederick J. Stare, M.D. ..... LAT
Football and the Single Girl—2tw-forecast-750-mim—Elinor Kaine ..... PHS
For and About Teenagers—w-3c5-mat—Staff ..... CSP
For Women Who Work—tw-450-mim—Alice Skelsey ..... MED
Foreign News Commentary—5tw-500-wire—Phil Newsom ..... UPI
From Where I Sit—tw-1000-orp—Samuel Feinberg ..... FA
Funny Business—d-1-11/16-w-2c1″-ill-orp—Roger Bollen ..... ESS-NEA
From The Left—w-750-mim—Michael Harrington ..... WSS
Gardening—S-450-orp—Irwin & Martha Jones ..... DF
Gardens—w-400-mim-igp—Dorothy H. Jenkins ..... DHJ
Gary Lautens Column—5tw-500-mim—Gary Lautens ..... TSS
George's Generation Gap—d-500; 2c8″-mat-orp-ill—George Ernst ..... MOR
Giveaway Guide—w&m-var-man—Allen Glasser ..... GLA
Glad You Asked That!—2tw-600-mim-ill—Hy Gardner ..... PHS
Glazed Bits—dS-400-mim—Barney Glazer ..... TCN
Global TV—w-500-700-man-mim-igp—Sandy Raines ..... RA
Global View, The—w-300-600-man-ill-ilm-orp—Leon Dennen ..... ESS-NEA
Golden Years—w-650-mim—Tom Collins ..... GFC
Golden Years, The—w-500-mim—John Riley ..... ECS
Government Contract Administration—d-500-mim—Porter B. Williamson .... MSC
Government Quiz—w-500-mim—Prof. Carl Kalvelage & Peter Anderson ..... CDF
Grover Brinkman Features—w-500-1000-man-mim-igp—Grover Brinkman ..... RA
Hall Column—3tw-800-mim—Grover C. Hall ..... PHS
Happening—w-500-750-mim, igp ..... YES
Happier Living—dexS-300-mim—Phyllis Mitchell ..... MIT
Have You Met . . .?—sw-1,000, 2½″x3½″-mim-ilm—Y. L. Tiaeliff ..... NP
Hayakawa Column—w-750-mim—S. I. Hayakawa ..... RTS
Health Today—w-500-orp—Dr. O. A. Battista ..... BPS
Helen Help Us—6tw-mim—Helen Bottel ..... KFS
Henry J. Taylor Column—3tw-600-mim—Henry J. Taylor ..... UFS
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Highway Safety Quiz—d-1c-orp-mat—Charles E. Hendrick, Jr. ..... HIG
****Hints from Heloise**—d-mim-S-tps-hpt-mat colors—Heloise Cruse ..... KFS
Hollywood—6tw-mim-mat-orp—Dorothy Manners ..... KFS
Hollywood—d-man; S-man-ill ..... CTN
Hollywood—Fn-800-mim-Herbert G. Luft ..... JTA
Hollywood Beauty—3tw-350-mim-ill—Lydia Lane ..... LAT
Hollywood Diary (Films/TV)—dS-400-mim—Barney Glazer ..... TCN
Holywood Scene—dexS-750-800-mim—John Austin ..... HIS
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sw-500-600-2c12″-man-orp-ill—Dick Kleiner ..... ESS-NEA
Hollywood Opinions—w-500-1000-orp—various stars ..... OPS
Hollywood in Pictures—w-sph-ill—various photographers ..... OPS
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Hollywood Speaks—w-500-1000-orp—J. Black ..... OPS
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Home Line—dexS-300-mim—Dorothy Rite ..... LAT
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Housing News—w-500-mim—Hugh L. Morris ..... MNS
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Indoor Artist—w-4c6″, 2c9″-mim-ill-mat-orp—Donald Stacy ..... RTS
Indoor Gardening—w-750-ilm-mim—Katherine B. Walker ..... PHS
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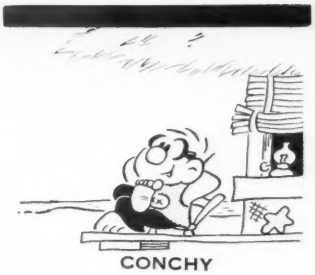
Inventions—Modern Magic—sw-500-mim-ilm ..... BNH
Isn't It The Truth?—w-2c12"-4c12"—Charles Rehns ..... REH
Isn't It The Truth—8tw-75-mim—Carl Biblet, Jr. ..... LAT
Israel Newsletter—w-900—mim—Eliahu Salpeter ..... JTA
It Happened Last Night—dS-750—mim—Earl Wilson ..... PHS
It's A Funny World—w-700-mim—John Crosby ..... NE
It's News to Me—3tw-500-mim—Herb Caen ..... CHR
It's Tough But You Can Make It—w-400-mim-orp—Vernon E. Brown... CNS
It's Your Money—3tw-600-mim—Wendell Coltin ..... GFC
It's Your Landscape—w-400-ill-mim-ilm—George Creed ..... PHS
John Keasler—5tw-400-mim—John Keasler ..... MCN
John Nichol—w-500-mim—Sen. John Nichol ..... TTS
Joyce Haber Column — 5tw-600-mim — Joyce Haber ..... LAT
Joys & Jolts of Retirement—S-800-mim—Theodore Schuchat ..... NANA
Just Something Pretty (Flower Arranging)—w-ill-mim—Cindy Smith ..... CRE
Justice Said—300tw-100-mim—M. R. Williams ..... LAT
***Kingsbury Smith**—3tw-mim—Kingsbury Smith ..... KFS
Kitchen Cynic—5tw-2c6"-man—Bern Sharfman ..... AMF
Kitman on Television—2tw-750-mim—Marvin Kitman ..... NE
Know Your Antiques—w-500-mim-mat-ill-igp-orp—Ralph Terry Kovel ..... RTS
Know Yourself—w-600-mim—Jean Rosenbaum M.D. ..... CDF
Las Vegas/Reno/Tahoe—w-400-mim—Barney Glazer ..... TCN
Latest Fashions—w-750-orp-ill—A. Fairfax ..... BPS
Latin American Column—w-var-man—Barry Bishop ..... CTN
Law Brief, The—d-500-mim-man—Martin J. Ross ..... LAW
Lawrence Dispatch—5tw-850-mim—David Lawrence ..... PHS
Lee Mueller's Column—tw-500-man-orp—Lee Mueller ..... ESS-NEA
Legal Aid—d-500-man-mim—Martin J. Ross ..... LAW
Lesson in English—ds-150-200-mim—W. L. Gordon ..... WLG-MS
Let's Explore Your Mind—d-1c-2c-300-ill-ilm-orp-mim—Drs. Sylvanus and Evelyn Duvall ..... NNS
Lerner Column—3tw-500-mim—Max Lerner ..... LAT
Let's Ask the Cook—3tw-500-mim—Nan Wiley ..... RTS
Letter Writing Clinic—w-300-var-mim—Patricia Lavin ..... BUR
Letter Writing Clinic—w-35c-225-300-mim-ill—Patricia Lavin ..... LAV
Life Begins At Forty—5tw-600-mim—Robert Peterson ..... MCN
Little Old New York—Broadway—tw-man—Ed Sullivan ..... CTN
Live Within Your Income—tw-var-mim—Anne Taylor ..... APN
Look Smart!—w-750-mim-ilm-mat—Harry Juster ..... RTS
Lou Edman Describes—w-700-man—Lou Edman ..... EDM
Love on Life—S-1,000-mim-Philip H. Love ..... BM
Love On Life—w-800-mim—Philip H. Love ..... NANA
"Low Down" From the Congressional Record—w-600-orp-Joe Crump ..... CRU
Lucky Week—w-pt-orp-ill—R. Stirling ..... BPS
Lyons Den, The—d-850-mim-Leonard Lyons ..... PHS
Magic Carpet Over Broadway—5tw-500-2c7"-man-ill—Joe Kalff ..... AMF
Main Street—d-500etc.-mim-man—Ted Green ..... PWF
Make Up Your Mind—6tw-250-mim—Arthur Henley ..... CTN
Man and His World—w-700-ill—David Hendin ..... ESS-NEA
Man Looks At Woman—w-300-man-tape—Tom Nielson ..... NIE
Mankiewicz-Braden Report—3tw-400-mim—Frank Mankiewicz & Tom Braden .. LAT
Man's World—w-2c-man—Everett Mattlin CTN
Marianne Means' Washington—3tw-mim—Marianne Means ..... KFS
Mark My Words—3tw-150-mim—Jim Fiebig ..... GFC
Mary Haworth's Mail—5tw-mim—Mary Haworth ..... KFS
Mary McGrory—tw-750-mim—Mary McGrory ..... WSS
Mary Merryfield Column—S-man—Mary Merryfield ..... CTN
Maybe The Week Will Get Better — S-man—Elmer Muffwinkle ..... CTN
Me, Jane—3tw-500-man—Jane Trahey ... CTN
Medical Memos—3tw-150-mim-ill—H. L. Hershensohn, M.D. ..... LAT
Medicalia—cont-600-mim-igp—M. W. Martin ..... MAR
Meltzer On Real Estate—w-750-mim—Bernard Meltzer ..... PHS
Military Analysis—w-1000—Brig. Gen. S. L. A. Marshall ..... LTWP
Military Report—cod-700-mim—Col. R. D. Heine, Jr. ..... NANA
Mind Your Money—2tw-400-mim—Peter Weaver ..... LAT
Mini-Parade of the U.N.—w-150-mim-ill—Jeanette Ver Meulen ..... CDF
Miracle Gardening—w-500-orp-igp—J. Finletter ..... BPS
Mirrors of Washington—S-1,000-mim—Isabella Shelton ..... NANA
Model Beauty—2tw-ill-man—Eileen Ford ..... CTN
Modern Almanac, The—w-man—Herb Daniels ..... CTN
Modern Homes—w-750-orp, igp—A. Fairfax ..... BPS
Money Clips—w-2c9"-man-orp-ilm—Mort Reed ..... ESS-NEA
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Morning Report—d-100-mim—Abe Mellinkoff ..... CHR
Morrie Ryskind Column, The—sm-750-mim—Morrie Ryskind ..... WSS
Mostly About Dogs—S-man-ill—Tom McNally ..... CTN
Mostly About People—w-500-mim—Walt Schmidt ..... OHF
Motor Racing—w-war600-800-mim ..... INF
Motor Tips—w-500-mim—Stirling Moss .. BPS
Movie Column—S-500-wire—Vincent Canby ..... NYT
Murray Sports Column—5tw-350-mim—Jim Murray ..... LAT
Music Scene—w-750-800-mim—Julian Osberg ..... HIS
Music Whirl—w-var-man—Buddy Basch BAS
Mutual Funds—w-600-mim—Charles J. Elia ..... UFS
My New York—3tw-mat-proof—Mel Heimer ..... CP,KFS
National Security Affairs—w-400-mim—Ira C. Eaker, Lt. Gen., Ret. ..... GFC
National Whirligig—d-mim-1200-tape-w-800-tape—Ernest Cuneo ..... BM
Nature—w-375-orp-ill—Edward S. Thomas DF
New Ideas—Products—w-2c5"-500-man-mim—Staff ..... JL
New Products—w—Ida Fried ..... EPS
News Dispatches on Topics of Current Interest—dexS-300-600-mim-ill-ilm-orp—Ray Cromley, Dick Kleiner, Leon Dennen, Bruce Biossat, Tom A. Cullen, Gaynor Maddox, Rosette Hargrove, Robert Cochnar, Tom Tiede, Roger Doughty, Joan Crosby, Boyd Lewis, Murray Olderman .. ESS-NEA
News Focus—4tw-875-mim—Charles Bartlett ..... PHS
News Futures—w-mim-1000—Staff ..... EDR
News Futures—w-mim-1000—Staff ..... CQ
News Report From Washington—w-1¾c12"pt-orp-man—Edward H. Sims...EC
News & Washington Notes—w-1¾c22"pt-orp—Lillian Hughes ..... EC
New York Theatre Letter—S-man—John Chapman ..... CTN
Non-fiction quality background material . ECI
Nonsense (Name of State) (About Zany Laws in Various States—cont-500-man-ill—Dick Hyman ..... HYM
Norton Mockridge Column—5tw-700-mim—Norton Mockridge ..... UFS
Notes & Comments—w-1¾c15"pt-orp—Staff ..... EC
Notes on the News—d-1c2¾"-mat-orp—Charles D. Pearson ..... PEA
***Now See Here!**—5tw-mim—Bert Bacharach ..... KFS
Odd-Ditties—d-var-mim—Sterling Sherwin ..... GBR
Of All Places—w-750-mim-ill—Horace Sutton ..... PHS
Of Smith and Men—3tw-400—Jack Smith ..... LTWP
Of Women, By Women, For Women—occ-var-mim—Chronicle Reporters ..... CHR
Off The Beaten Track—w-525-mim-ill—Bernard Gelman ..... GEL
On Being Black—w-350-mim—Sandra Haggerty ..... LAT
On The Job—w-500-man—E. A. Butler CTN
***On the Line**—6tw-mim—Bob Considine ..... KFS
On Music—w-750-mim, igp—Don DeMichael ..... YES
On the Right—tw-750-mim—Wm. F. Buckley, Jr. ..... WSS
On The Right—3tw-mim—Wm. Buckley KFS
On The Town—5tw-man—Charles McHarry ..... CTN
On The Wire—2tw-750-mim-ilm —John J. Westley ..... DIS
Once Over Lightly—w-500-mim—Gene Clayton ..... CDF
Only Human—5tw—Sidney Fields ..... CTN
Only In America—3tw-600-700-mim—Harry Golden ..... RM
Otto Sez—dS; 1c-mim—Frank Nickens .. HPS
Our Ecological Crisis—S-750-mim—Arthur Godfrey ..... CF
Our Man Hoppe—3tw-500-mim—Art Hoppe ..... CHR
Our Man In the Kitchen—5tw-500-mim—Hyman Goldberg ..... RTS
Our Man in Moscow—w-700-mim—Edmund Stevens ..... CHR
Our Only World—w-500-mim—Roger Caras ..... RTS
Our Religions—w-500-mim—Dr. Carlyle Adams ..... RTS
Outdoor Report—w-600-orp--ill—Ed Hutchins ..... DF
Outrider—tw-600-mim—Gary Wills ... .UNP
Over Broadway & Hollywood—w-250-orp—Phil Kalker ..... AEW
Over and Under Thirty—cod-350-400-mim—John L. Sim ..... NNS
Over the Counter—S-500-wire—Staff .. NYT
Panorama—w-750-mim—David Schwartz. JTA
Parents and Children—3tw-250-1c-2c-ilm-mim orp-ill—Arnold Arnold ..... NNS
Parents Ask—From the Gesell Institute of Child Development—5tw-50-mim-Louis Bates Ames, Ph.D. ..... PHS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
Parting Shots—dexS-300-mim—Bill Vaughan ..... NANA
Pass It On—d-350app-mim—L. M. Boyd ..... MCN
Past Sixty—w-sw-700-man—Meg Hale . HAL
Patents—Sat-500-wire—Stacy Jones .. NYT
Patches of Brier—w-600-mim—Warren J. Brier, Ph.D. ..... CDF
Patrick Scott Entertainment—w-500-mim—Patrick Scott ..... TSS
Paul Harvey News—3tw-400-mim—Paul Harvey ..... GFC
People and Problems—d-500-man-mim—Martin J. Ross ..... LAW
Personal Finance—2tw-700-wire-staff .. NYT
Personal Tips To Teenagers—w-500-mim—Dorothy Rieker ..... RTS
Personality Spotlight—dexS-400-wire—Staff ..... UPI
Pet Notes—w-300-mim—Dr. Lanier .. MCN
Phillips Survey—m-tw-mim—Kevin P. Phillips ..... KFS
Pinup Photos—d-var-igp—Arthur S. Green ..... GRE
Point of View—w-550-orp—Norma Gleason ..... GLE
Pointers and Patterns—S-tps-hpt-orp-mat-ilm—Polly Cramer ..... ESS-NEA
Political Parade—w-1000—David S. Broder ..... LTWP
Postcard from Deleplane—5tw-500-mim—Stanton Delaplane ..... CHR
Potomac Fever—d-200-mim—Harry Turner ..... RTS
Psychiatry & You—1pw-500-mim—Dr. Claude Ducolon ..... TTS
Pungent Prayer—w-200"-orp—Phil E. Pierce ..... PIE
Quest For Youth—sw-500-mim-ilm—E. T. Cooper ..... BNH
Quiz Hall—dexS-200; 2c3"-mim—Sen. Wilton E. Hall ..... HPS
Quotes From the News—6tw-200-wire—Staff ..... UPI
Rafferty Column—2tw-400-mim—Dr. Max Rafferty ..... LAT
Rainesnout—w-500-700-mim-man—Sandy Raines ..... RA
Raising A Human Being—w-500-mim—Dr. Lee Salk ..... RTS
Reader's Courtroom—dexS-300-mim—Henry Rothblatt ..... GFC
Reading For Knowledge—w-400-mim—Barney Glazer ..... TCN
Real Estate—w-500-wire—Norman Kempstew ..... UPI
Record/Tape Reviews—w-400-mim—Barney Glazer ..... TCN
Red World, The—w-500-mim—Mark Gayn ..... TSS
Religion—w-500-wire-(for afternoon papers)—Louis Cassels ..... UPI
Religion in Review—w-2000-mim—Staff .. RNS
Religion Today—w-650-mim—Rev. Lester Kinsolving ..... CHR
Report From Europe—w-man—Arthur Vesey ..... CTN
Report From Washington—3tw-man—Walter Trohan ..... CTN
Reston Column—3tw-750-wire—James Reston ..... NYT
Round Up of World News—w-var-mim—David Horowitz ..... WUP
Rowan Column—3tw-800-mim—Carl T. Rowan ..... PHS
Roy Wilkins Column—w-750-mim—Roy Wilkins ..... RTS
Rusk Column—S-500-wire—Dr. Howard Rusk ..... NYT
Sahara Bulletin—sm-var-mim ..... AFP
Salute—w-1,100-mim—Jerry T. Baulch.. APN
Sam Says—5tw-500-mim—Sam Siciliano ..SAS
Say It Straight!—w-600-mim—Victor Lasky ..... NANA
Science Column—S-500-wire—Walter Sullivan ..... NYT
Science Special—w-mim-ill ..... WBE
Science In Focus—w-500-orp-ill—Tom Fennessy ..... DF
Science Today—5tw-400-wire—Staff .... UPI
Sen. Barry Goldwater Column—w-500-mim—Sen. Barry Goldwater ..... LAT
Senior Forum—5tw-30-mim—Paul Hightower ..... GFC
Senior View, The—w-500-mim—San Siciliano ..... SAS
Sew Simple—w-500-mim-ill-mat—Eunice Farmer ..... RTS
Shape of the News—w-750-mim—Edward P. Morgan ..... NE
Sid Ascher Around the World—w-750-mim—Sidney Ascher ..... ESS
Silver Lining—w-var-mim—Rabbi Samuel Silver ..... SAF
Sketches—dS-100-mim—Ben Burroughs.. GFC
Ski Savvy—S,w-250; 2c9"-mim-orp-ill-ilm—Stein Eriksen ..... NNS
Skiing with Jean-Claude Killy—S-175, 2c-mim-ilm-orp—Jean-Claude Killy .... NNS
So That's Why—w-man—Gwen Morgan .. CTN
Sounds of the Seventies—w-600-mim—Mike Jahn ..... NYS
Snowmobiling—S,w-400-mim-orp-ill-ilm—Stan Davies ..... NNS
Space Quiz—5tw-500-mim—Randolph Hawthorne ..... CF
Speaking Frankly tw-500-mim—Mary McGrath ..... UFS
Speaking Out—w-750-mim—Stevene Levine ..... RTS
Sports Column—dS-500-wire—Arthur Daley, Robert Lipsyte ..... NYT
Sports Computer—w-500-mim—Bud Goode ..... RTS
Spotlight On Education—w-750-mim-igp—Arthur S. Green ..... GRE
Stamp & Coin News From America—w-500-mim-ill—Julius Weiss ..... WEI
Stars and Lovers (Questions & Answers)—w-3c-1000-mim—Cullen Moore ..... CMS
Star Interviews—w-500-1000-orp—June Finletter ..... BPS
State of Affairs—3tw-600-mim—Clayton Fritchey ..... NE
Stitchin' Time—w-2c-ill-ilm-orp—Joanne Schreiber & Judy Love .. ESS-NEA
Stocks Of The Week—w-300-mim—Electronic Stock Evaluator Corp. .... AD
Stop Killing Yourself—6tw-500-orp—Dr. Peter Steincrohn ..... MCN
Stories Behind Words—5tw-mim-orp—William S. Penfield ..... PE
Strictly Fresh—w-150-1c4"-man-mat-ill-orp—Staff ..... ESS-NEA
Strictly Personal—5tw-500-mim—Sydney J. Harris ..... PHS
Strikes & Spares—4tw-100, 1c7"-mim-orp-ill-ilm—Buzz Fazio/Dave Davis .. NNS
Success on the Job—w-500-man—E. A. Butler ..... CTN
Sugar and Spice—w-600-orp-mat—Bill Smiley ..... TTS
Sulzberger Column—3tw-750-wire—C. L. Sulzberger ..... NYT
Sum and Substance—w-750-mim—Rev. John B. Sheerin, C.S.P. ..... NCW
Savoir-Femme—3tw-500-mim—Barbara Somerville ..... MCN
Suzy Says—6tw ..... CTN
Swinging Set—3tw-300-500-mim—Sylvie Reice ..... PHS
Syndrome & 70—S-600-mim—Flora Rheta Schreiber & Stuart Long ..... BM
Take It or Leave It—8tw-700-mim—Ernest Cuneo ..... NANA
Talk To Teena—w-600-mim—Gleeda McConahay ..... CDF
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... BPS
Teen-age Mail—3tw-750-mim—Dorothy Rieker ..... RTS
That's The Law?—d-500-mim-ill—Jack Strauss ..... BM
Television Column—S-500-wire—Jack Gould ..... NYT
Television Scene—dexS-750-mim—John Austin ..... HIS
Television Scene—dS-400-mim—Barney Glazer ..... TCN
Tell Me, Dorothy—5tw-25/40-man—Dorothy Crisno ..... DOR
Test Your Driving I.Q.—d-1c-orp-mat—Charles E. Hendrick, Jr. ..... HIG
Test Yourself—w-d-250-500-orp-ill—Jane Sherwood Singer ..... BPS
The Column—tw-450-mim—Ellen Peck ..... MED
The Constitution—d-500-mim—Porter Williamson ..... MSC
The Doctor Says—Medical Column—5tw-550-2c7"-man-tape—Wayne G. Brandstadt, M.D. ..... NEA
The Fabric Doctor—w-200-mim—Fred Dodge ..... MM
The Fashion Strip—sw-100-200-1c6-8"-mim-igp—Ethel Burge ..... BUR

The Fearless Spectator—w-500-mim
Charles McCabe ..... CHR
The 5c Cigar-Outspoken Politics—w-300-man—T. A. Nielsen .... NIE
The Good Earth Crusade (And What You Can Do About It)—w-pr-mim-ilm-igp-orp—Joe Wing .... APN
The Light Beat—w-500-750-mim-igp .... YES
The Light Touch—w-1c2½"x3½"-orp—Jeanne Westerdale .... GLE
The Lighter Side—5tw-100-wire—Dick West ..... UPI
The Literary Scene—3tw-500-mim—Alan Pryce-Jones .... NE
The Money Tree—3tw-600-mim—Milton Moskowitz ..... CHR
The Needle—6tw-var-mim—Harold Coffin ..... APN
The Negro In History—tw-300-mim—Raymond W. Lowry .... AD
The News in a Word—d-175; S-275-mim—S. V. Baum & W. J. Laubenstein .... QUI
The Right Road To Business—w or sw-var-mim—Charles Rehns ..... REH
The Shepherd—d-100-mim—Julian Hyer ..... CF
The Shrewd Nude—d-var-mim—John Milton Hagen .... GBR
The Street—w-800—Sidney Rutberg ..... FA
The Tube—w-1000—Rex Reed .. .. FA
The View From Point Blank—tw-250-300-mim—John K. Young ..... CDF
The Well Child—Medical Column—w-550-2c7"-man-orp—Wayne G. Brandstadt, M.D. ...ESS-NEA
The Woman Traveler—w-600-mim-ill—Frances Koltun ..... PHS
The World of Stars—w-750-mim-igp—Otterburn-Hall ..... CHR
The Worry Clinic—d-400-mim—Dr. George W. Crane ..... MCN
The Worry Clinic—dexS-550-3c6"-mim-orp-ill-ilm—Dr. George W. Crane, Ph.d. ..HPS
The Violent Violet—d-var-mim—John Milton Hagen .... GBR
Theatre—S-500-wire—Walter Kerr .... NYT
Theatre—ind-500—Martin Gottfried ..... FA
Theatre by George—w-600-700-mim—George Fenmore .....CDF
There's Good News Today—w-500-mim—Frank MaComber .....CNS
These Days—5tw-mim—John Chamberlain KFS
They Had a Dream—w-2c9"-mim-ill—George Reasons & Sam Patrick .....LAT
This World of Ours—w-750-mim—Richard F. Pattee ..... NCW
Three Minutes A Day—dS-200-mim—Richard Armstrong .....MCN
Through The Looking Glass—w-1200-mim .....NP
Timely Quotes—dexS-150-1c3½"-man-orp—Celebrities .....ESS-NEA
To Be Equal—w-600-mim—Whitney M. Young, Jr. ..... NAT
To The Point—4tw-350-mim—Russell Kirk ..... GFC
To Your Good Health—dS-750-mim—Dr. George C. Thosteson .....PHS
Today by Flora Lewis—3tw-700-mim—Flora Lewis .....NE
Today's Chuckle—8tw-100-mim—Thomas Collins .....GFC
Today's Parent—w-600-mim—Barbara W. Wyden .....NYS
Today's Sports Parade—5tw-400-wire—Milton Richman ..... UPI
Topical Medicine—irr-var-mim ..... AFP
Topics—irr-var-mim ..... AFP
Travel on a Shoestring—w-600-mim—Ansil B. Chapin .....CDF
Trends and Issues—tw-500-600-mim—Robert Jo Markle ..... MCB
Trials and Tribulations—tw-300-mim—Florence K. Parker ..... AD
Truth for Today: Let's Ask The Bible—6tw-500-mim—A. G. van Campen ..... GLS
Try And Stop Me—6tw-mat-proof—Bennett Cerf ..... CP,KFS
TV Notebook—w-450-550-4c6½"-man-ill-ilm-orp—Joan Crosby ..... ESS-NEA
TV Personalities—d-300-man-ill-ilm-orp—Roger Doughty, Joyce Gabriel .. ESS-NEA
TV Preview for Next Week—w-500-600-man-orp— ..... ESS-NEA
TV Scout—Television Preview Service—d-500-600-man-orp-ill .....ESS-NEA
U-Bild Enterprises—S-var-man-mim-ill—Steve Ellingson ..... DF
U-Bild-It—dS-var-man-igp—Steve Ellingson ..... UB
Udall on the Environment—2tw-700-mim—Stewart L. Udall .... NE
Van Horne Column—3tw-400-mim—Harriet Van Horn ..... LAT
Variety—irr-var-mim-(Span. or Eng.) .. AFP
Vaughan at Large—3tw-600-mim—Bill Vaughan ..... BM
Views of Sports—5tw-800-mim—W. W. "Red" Smith ..... PHS
Virginia Payette—tw-500-mim—Virginia Payette ..... UFS
***Voice of Broadway**—6tw-mim—Jack O'Brian ..... KFS
Warren Kornberg on Science—w-850-mim—Warren Kornberg ..... ESS-NEA
Washington Beat—w-800-mim—Leslie Carpenter ..... PHS
Washington Calling—tw-750-mim-tape—Marquis Childs ..... UFS
Washington Capital News Service—6tw .. UPI
Washington Close-Up—dexS-750—Stable of Writers .... WSS
Washington Column—dexS-600-2c10"-man-orp—Bruce Biossat, Ray Cromley ..... ESS-NEA
Washington Doings—d-500; 2c8"-mat-orp-ill—J. D. Roberts ..... MOR
Washington Insight—3tw-875-mim—Joseph Kraft ..... PHS
Washington Merry-Go-Round—dS-600-mim-tape—Jack Anderson ..... BM
Washington Profile—w-800-mim—Judith Axler ..... JTA
Washington Reports—eod-700-mim—J. F. rev Horst ..... NANA
Washington Scrapbook—w-man—Russell Freeburg ..... CTN
Watching The World—tw-750-mim—Crosby Noyes .... WSS
Weather and You—dexS-100-mim—Carl Riblet, Jr. ..... LAT
Weekend Chuckle—S-250-mim-il—Thomas Collins ..... GFC
Week In Finance—S-500-wire—Thomas Mullaney ..... NYT
Week in Review, The—w-500-wire—Staff ..UPI
Western and Equatorial Africa—sm-var-mim .... AFP
What Life Has Taught Me—w-500-1000-orp—various ..... BPS
What's In Your Name?—tw-350-mim-ilm—Charles Guarino and Albert Sedon .... AD
What's In Your Name—d-w-470-mim—Ann Reynolds, Ph.d. ..... RFS
What's Your Problem—d-w.500-mim-orp—Linda Lawrence .... RFS
What's Cooking—w-750-mim—Ruth Sirkis ..... JTA
Why Grow Old?—d-500-mim-orp-ill-mat-igp—Josephine Lawman ..... RTS
Wicker Column—3tw-750-wire—Tom Wicker ..... NYT
Widener Column—3tw-mim—Alice Widener ..... USA
Wild World—w-400-mim—San Diego Zoo .....ESS-NEA
William S. White Column—Washington—tw-650-mim-tape—William S. White .. UFS
Win At Bridge—dexS-400-1c12"-ill-ilm-man-orp—Oswald & Jim Jacoby .. ESS-NEA
Wisdom in the Street—2c4"-2c6"-mim—Charles Rehns ..... REH
Woman—(weekend release)-800-wire-staff .....UPI
Women Alone—w-750-mim—Isabella Taves ..... RTS
Woman to Woman—5tw-400-wire (for morning papers)—Patricia McCormack .... UPI
Women Now—5tw-man—Dorothy Roe .. CTN
Women's Wear Daily—d-var-ill ..... FA
Women's World—w-500-mim ..... WNS
Wonderful World of Animals—d-500 or S-800-mim-ill-ilm—Dr. Frank Miller ..... CHR
Word Power—6tw-mim— ..... SPS
Words, Wit & Wisdom—dexS-300-mim—William & Mary Morris ..... LAT
Working Girl's Notebook—5-tw-man—Marion Odmark ..... CTN
World of Animals—w-spv-orp-ill—Nan Fullerton ..... BPS
World of Books—3tw-400-mim—William Hagan ..... CHR
World of Youth—w-700-mim—Buddy Nevins ..... CDF
World This Morning, The—6tw-500-wire—Staff ..... UPI
World's Week—w-500-mim—Frank MaComber .. .. CNS
Would You Believe . . .—w-500-mim—Frederick Philcox ..... CDF
Yardstick, The—w-750-mim—Msgr. George G. Higgins ..... NCW
You and the Doctors—w-700-mim—Lewis A. Miller ..... NYS
Young Hobby Club—d ex S-250-1c-mim-ilm—Cappy Dick ..... PHS
Your Baby & Mine—4tw-500-mim—Myrtle Meyer Eldred ..... RTS
Your Family Decorator—tw-600-ilm-igp—Carleton Varney .... AD
Your Family and You—d-500-mim-ilm-orp—Dr. Paul Popenoe .... NNS
Your Handwriting—3tw-100-mim-ill-mat-orp—William J. Ryall ..... RTS
Your Job—And Your Future—tw-400-mim—Robert O. Snelling Sr. .... UFS
Your Life And Mine—dexS-300-mim—Phyllis Mitchell ..... MIT
Your Money Matters—3tw-500-mim—Robert S. Rosefsky ..... NE
Your Money's Worth—5tw-600-mim—Sylvia Porter ..... PHS
Your Name—w-700-mim-ilm—Rev. James McGiverin ..... TTS
You're Telling Me—6tw-mat—William Ritt .....CP,KFS
You're The Skipper—w-700-ill-min—John Bohannan ..... PHS-CWF
Youth Today—w-600-var—Staff ..... UPI
Youthful Drug Talks—w-600-mim—Phyllis Barrins, R.N. ..... CDF

12—COMICS

Abbie An' Slats—d-4c2⅛"-5c2⅛"; —Raeburn Van Burean ..... UFS
Adventures of Tiny Turtle—dexS-4c-5c-mat-orp—Brint Schorer, Jr. ..... TIN
Aggie—d-4c; S-tps-hpt-mat—Roy Fox ..... CTN
Air Hawk—w-d-spu-orp-ill—B. Foley (Australia) ..... BPS
Akwas—S-hps-tps-pt-mat—Mike Roy ..... CF
Alexander Gate—d&S-4c-mat-igp—Gene Mora & Frank Bolle ..... MCN
Alley Oop—d-4c2½"-mat; S-hps-tps-pt-hpt-mat-orp—V. T. Hamlin & Dave Graue ..... ESS-NEA
Andy Capp—d-4c2⅛"-5c2⅝"; S-tps-hpt-mat—Reggie Smythe ..... PHS
Animal Crackers—dS-4c-5c-pt-hps-tps mat-orp—Roger Bollen .. .. NNS
Apartment 3-G—d-4c-5c; S-pt-hps-tps-mat—Alex Kotzky .....PHS
***Archie**—d-4c; S-pt-hps-tps-½t-gph-mat—Bob Montana ..... KFS
Around Town—w-2c4"-mat-orp—Rube Weiss ..... BLA
Art Column—S-750-wire—John Canaday ..... NYT
Art, Et Cetera—w-1000—Chauncey Howell ..... FA
Astronits—w-4c2⅛"-orp—Pat Anderson. AND
B.C.—d-4c-5c; S-pt-hps-tps-mat—Johnny Hart .... MIL, PHS
Babe 'N' Horace—S-hps-hpt-mat-ill-orp—Les Carroll .. .. ESS-NEA
****Barney Google and Snuffy Smith**—d-4c; S-hps-tps-pt-qph—Fred Lasswell ..... KFS
Batman & Robin—dS-4c-5c-hps-tps-pt-mat-orp—Bob Kane ..... LED
Bat Masterson—d-4c-S-hps-tps-pt-mat—Herron and Nostrand ..... CF
Becky—w-4c2⅛"-orp—Frank Tabor .... AND
****Beetle Bailey**—d-1c-5c; S-tps-hps-pt-mat—Mort Walker ..... KFS
Berrys, The—d-4c; S-pt-hps-tps-mat—Carl Grubert ..... PHS
***Big Ben Bolt**—d-4c-mat; S-hps-tps-pt-mat—John Cullen Murphy ..... KFS
Big George—d-2c-ilm; S-pt-hpts-tps-mat—Virgil Partch ..... PHS
***Big Sister**—d-4c-5c—Bob Naylor .. CP, KFS
***Blondie**—d-4c-5c; S-hps-tps-pt-mat—Chic Young ..... KFS
Bobby—d-5c; mat-orp—Jerry Iger .... PF
Boner's Ark—d-4c; S-tps-hps-pt; mat—Addison (Mort Walker) ..... KFS
Brenda Starr—d-4c-5c; S-tps-pt-mat—Dale Messick ..... CTN
***Brick Bradford**—d-4c; S-pt-hps-tps-mat—Paul Norris .....KFS
***Bringing Up Father**—d-4c; S-pt-hps-tps-mat—Kavanagh-Fletcher-Camp ..... KFS
Broom-Hilda—d-4c-5c; S-tps-hpt-mat—Russell Myers ..... CTN
Bugs Bunny—d-4c2⅛"-mat; S-hps-tps-pt-mat-orp—Ralph Heimdaul & Al Stoffel ..... ESS-NEA
***Buz Sawyer**—d-4c-5c; S-hps-tps-pt-¼ horizontal-mat—Roy Crane ..... KFS
Campus Clatter—d-4c2⅛"-S-9ps-tps-pt-hpt-mat-orp—Larry Lewis ..... ESS-NEA
Cappy Dick—S-pt-hps-tps-mat—Cappy Dick ..... PHS
***Captain and the Kids, The**—*S-hps-tps-pt-hpt-mat—John Dirks ..... UFS
Captain Easy—d-4c2⅛"-mat; hps-tps-pt-hpt-mat-orp—Jim Lawrence & Bill Crooks ..... ESS-NEA
Cap'n. Kadd—w-4c2⅛"-orp—Pat Anderson ..... AND
Carnival d-2c5½"; S (plus Mr. Merry weather)-hps-tps-pt-mat-orp—Dick Turner ..... ESS-NEA
Cicero's Cat—S-6"-tps-mat—Al Smith ..... BM
Citizen Smith—d-2c3½"-4c2"-mat-orp—Dave Gerard .... RTS
Clive—d-4c2"-mat-orp—Angus McGill ..... UNP
***Color Comic Sections**—w-var-std & tab KFS
Color Comic Sections—S-ps-pt .... ESS-NEA
Color Comics—S-ps-hps-tps-pt-hpt-mat-orp—Various NEA Artists .....ESS-NEA
***Color Comics**—w-pt-tps-hps-ht-qph—KFS Artists ..... KFS
Coloring College—S-hpt-B&W-mat—Matt Curzon ..... CTN
Conchy—dexS-4c5"-orp-mat—James Childress ..... COR
Dateline: Danger!—dS-4c-5c-ps-pt-tps-mat-orp—John Saunders & Alden McWilliams ..... PHS
David Crane—dexS-4c2⅛"-mat—Creig Flessel ..... PHS
Davy Crockett, Frontiersman—d-4c; S-hps-tps-pt-mat—Jim McArdle ..... CF
Davy Jones—*dexS-4c2⅛"-mat—Sam Leff ..... UFS
Dick Tracy—d-4c-5c; 8-hps & ps-pt-mat—Chester Gould ..... CTN
Diplomatic Pooch—d-4c2½"-2c5"-mat-orp—Phil Evans & Jim Asher ..... COO
***Disney Treasury of Classic Tales**—S-hps-tps-pt-mat—Walt Disney ..... KFS
Doc Savage—dS-4c-5c-hps-tps-pt-mat-orp—Staff Artists ..... LED
Dolly—dexS-2c4⅛"-mat—Bill Williams ..... PHS
***Donald Duck**—d-4c; S-hps-tps-¼ box-qph-mat—Walt Disney ..... KFS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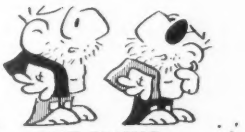
THE TWINS

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Dotty—d-4c; S-pt-hps-tps-mat—
Buford Tune ..... PHS
Drift Marlo—6tw-4c2½"-mat-orp—
Tom Coose & Clint Evans ..... COO
Dunagin's People—S-tps-hpt-mat—
Ralph Dunagin ..... PHS
Eb and Flo—d-4c2⅛"-5c2⅝"; S-hps-tps-pt—Paul Sellers ..... UFS
Editorial Cartoons By Gar—w-3cx6½"-mat-orp—Gar Schmitt ..... EDI
Eek & Meek—d-1c2⅛-mat; S-hps-tps-pt-mat-orp—Howie Schneider .....ESS-NEA
Emmy Lou—d-2c1¼"-1c2"; S-hps-tps—pt-hpt-mat—Marty Links ..... UFS
Etta Kett—d-4c-5c—Paul Robinson .... CP
***Etta Kett**—d-4c; S-hps-pt-mat—
Paul Robinson ..... KFS
Fan Fare—d-1c6½-3c—Walt Disney .... PHS
Feiffer—w-5c4⅛"-6c5⅛"-mat—
Jules Feiffer ..... PHS
Ferd'nand—*d-4c2⅛"; *S-hps-tips-pt-hpt-mat—Mik ..... UFS
Flamingo—d-5c; mat-orp—
Thorne Stevenson ..... PF
***Flash Gordon**—d-4c-mat; S-pt-hpt-tps—
Dan Barry ..... KFS
Flibbertys, The—d-4c; S-tps-hpt-mat—
Ray Helle ..... CTN
Flintstones, The—dS-4c-5c-pt-hps-tps-mat—Hanna-Barbera Productions ... MCN
***Flop Family**—d-4c—George O. Swanson KFS
Forever Female—S-pt-hps-tps-mat
Eugene Craig ..... DF
Frank & Ernie—d-4c-mat-orp—
Ed Myers ..... LED
Freckles and His Friends—d-4c2⅛";
S (plus Hector)-hps-tps-hpt-mat-orp—
Henry Formhals ..... ESS-NEA
Fred Bassett—d-4c2⅛"; 5c2⅛";
S-pt-hps-tps; mat—Alex Graham ... PHS
Freddy—S-mat-tps—Robt. Baldwin .... WSS
Friday Foster—d-4c-5c; S-tps-hpt-mat—
Lawrence & Longaron ..... CTN
From New York—w-750-1,000-m—
Creighton Peet ..... PT
Frontiers of Science—5tw-4c2½"-5c3"-mat—Andread Bresciani, Robert Raymond & Stuart Butler, Ph.D. ... LAT
Funland—S-hps-pt-tps-mat—
Arthur Nugent ..... BM
Gasoline Alley—d-4c-5c; S-hps-tps-pt-hpt-mat—Frank King, Dick Moores (daily), Bill Perry (Sunday) ..... CTN
Gil Thorp—dexS-4c-5c-mat—
Jack Berrill ..... CTN
Good Old Days, The—w-3c1"-4c5⅜";
S-hpt-mat—Erwin L. Hess ..... UFS
Good Old Days & Antique Fair—
S-tps-hpt-mat; w-3c1"/4c5⅜"—
Erwin L. Hess ..... UFS
Gordo—d-4c2⅛";S-hps-tps-pt-mat—
Gus Arriola ..... UFS
Grin and Bear It—d-2c3c; S-hps-pt-tps-mat—George Lichty ..... PHS
Gully Foyle—S-hps-tps-pt-mat-orp—
Stanley Pitt & Reginald Pitt ..... LED
Hairbreadth Harry—d-S-4c-5c-hps-tps-pt-mat-orp—Staff ..... LED
Half Hitch—(d-4c) (S tab½, tab⅓)—
Hank Ketcham ..... KFS
Hapless Harry—d-4c; S-hpt-tps; mat—
George Gateley ..... CTN
Have Fun!—w-1c11" mat-orp—Lee Bryan and Rube Weiss ..... BLA
Hawk, The—d-5c-mat-orp—Rod Maxwell. PF
Hazel—d-2c-mat—Ted Key ..... KFS
***Heart of Juliet Jones, The**—d-4c-5c-mat; S-hps-tps-pt-qph-pt—Stan Drake ..... KFS
***Henry**—d-4c; S-pt-hpt-tps-qph-mat—
John Liney & Don Trachti ..... KFS
Here's Mom—w-2c-mat—Isabel ..... CTN
Hey, Swingy—dexS-4c2½"-mat-orp—
Jan Green ..... GFC
***Hi and Lois**—d-4c-5c-mat; S-pt-hps-tps-¼ box-qph—Mort Walker and Dik Browne ..... KFS
How Does It Work—w-4c-mat—
Bruce Bailey ..... CF
***Hubert**—d-2c-4c-S-pt-tps-hps-mat—
Dick Wingert ..... KFS
Hystoria—dxS-4c2¼"-mat-orp—
Tom Shephard & Bob Cohn ..... AD
Jack Knife & T. Spoon—dexS-2x7¼"-orp-mat—Sarge O'Neill ..... SOU
Jackson Twins, The—d-4c-5c; S-tps-tps-mat—Dick Brooks ..... MCN
Jasper—S-hpt-mat—James Simpkins .... CWF
Jeff Cobb—dexS-1c2½"-mat-orp—
Peter Hoffman ..... GFC
Jes' Smith—dxS-4c-mat—
Johnny Pierotti ..... CF
Joe Palooka—d-4c; S-pt-hps-tps-mat—
Ham Fisher & Tony DiPreta ..... MCN
***Johnny Hazard**—d-4c; S-pt-hps-tps—
Frank Robbins ..... KFS
Johnny Wonder—S-hps-tps-pt-mat-orp—
Dick Rogers ..... ESS-NEA
Josh Billings Sez—w-1c1"-2c5"-mat-orp—
Rube Weiss ..... BLA
Judge Parker—d-4c-5c-mat; S-pt-hps-tps-mat—Dr. N. P. Dallis & Harold Le Doux ..... PHS
***Katzenjammer Kids**—S-pt-hps-tps-mat—
Joe Musial ..... KFS
Kerry Drake—d-4c-5c; S-pt-hps-tps-mat—
Alfred Ambriola ..... PHS
Kitty Higgins—S-5c-7c-mat—
Ferd Johnson ..... CTN
Kiwi—d-3c/4c-mat—
Ken Mentone & Brian Kirby ..... CTN
Lancelot—d-4c2⅛"S-hps, tps, pr-mat-orp—
Coker & Pleulin ..... ESS-NEA
Life With the Rimples—w-4c2¼"-ill-ilm—orp—Les Carroll ..... ESS-NEA
Life's Like That—d-1c1⅞"-2c2⅞";
S-hps-tps-pt-mat—Fred Neher ..... BM
Li'l Abner—d-4c-5c-S-hps-tps-pt-mat—Al Capp ..... CTN
Lippy The Yippy—dexS-2x7¾"-mat-orp—
Sarge O'Neill & Bill Wright .. .. SOU
Lisons—30 wk. series-mat—
French translation Le Comte De Monte Cristo—Potrina Kaufmanis ..... CF
Little Brother Hugo—S-7c-mat—
Bill Perry ..... CTN
Little Eve—dexS-4c¼"-mat-orp—Julita .. GFC
Little Iodine—S-qp-box-hpt-tps-qph-mat—
Bob Dunn & Hy Eisman ..... KFS
Little Joe—S-ps-mat—
Robert Leffingwell ..... CTN
***Little King**—S-hps-tps-mat—
Otto Soglow ..... KFS
Little Lulu—d-4c-mat—Marge ..... CTN
Little Orphan Annie—d-4c-5c; S-hps-pt tps-hpt-mat ..... CTN
Little Pedro—dexS-4c1½"-mat-orp—
William de la Torre ..... LAT
Little Sport—dexS-4c1¼"-mat-orp—
John Rouson ..... GFC
***Little Woman, The**—d-1c-2c-mat;
S-hps-tps—Don Tobin ..... KFS
Live 'n Laff—w-2c5"-mat-orp—
Rube Weiss ..... BLA
Lolly—d-4c-5c; S-tps hpt-mat—
Pete Hansen ..... CTN
***Lone Ranger**—d-4c; S-hps-tps-pt—
Paul Newman and Charles Flanders ... KFS
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—
Harry Hanan ..... CTN
Lucero, Arroyo (Spanish only)—mat-orp KFS
MacDivot—dexS-4c-5c-mat—Mel Keefer and J. Lansky ..... CTN
***Mandrake The Magician**—d-4c; S-pt-hps-tps-mat—Lee Falk and Fred Fredericks KFS
Mark Trail—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat Ed Dodd ..... PHS
Marmaduke—d-1c-2c-orp-mat—
Brad Anderson ..... NNS
Mata Hari—dexS- 4c2⅛"-orp—
J. D. McFarland ..... MCF
Mary Worth—d-1c-5c; S-pt-hps-tps-mat—
Allen Saunders and Ken Ernst ..... PHS
Maw Green—S-5c-7c-mat—Harold Gray.. CTN
Mickey Finn—d-1c-5c; S-hps-tps-pt-mat—
Lank Leonard ..... MCN
***Mickey Mouse**—d-1c; S-hpt-hps-tps-qph-mat—Walt Disney ..... KFS
Middle Class Animals—d-4 col-mat-glossy—Hugh Laidman ..... MCN
Miss Peach—d-1c; S-tps-tips-mat-pt
Mell ..... MIL, PHS
Moco—dexS-1c2½"-mat-orp—(Mogenson and Cornelius) ..... LAT
Moon Mullins—d-1c-5c; S-hps-pt-tps-hpt-mat—Ferd Johnson ..... CTN
****Moose**—d-1c-mat/S-pt-hps-tps-mat—
Bob Weber ..... KFS
Mostly Male—S-pt-hps-tps-mat—
"Doc" Goodwin ..... DF
Mountain Boys, The—dexS-2c4¼"-mat—
Paul Webb ..... CF
***Mr. Abernathy**—6tw14c-mat; S-pt-hps-tps-
Ralston Jones and Frank Ridgeway .. KFS
Mr. Sandman—dS-4c, 5c-pt-hps-tps-orp-mat—Frank Vydra ..... NNS
***Mrs. Fitz**—6tw-4c-mat—
Frank Roberge ..... KFS
***Muggs and Skeeter**—d-4c-5c-mat—
Wally Bishop ..... CP, KFS
Mutt & Jeff—d-4c2¼"-5c2⅞"; S-ps-hps-tps-mat—Al Smith ..... BM
Nancy—*d-4c⅛"-5c5⅝"; *S-hps-hpt-tps-pt-mat—Ernie Bushmiller ..... UFS
Naturebug—S-tps hps-mat—
John Hazlett & Edward S. Thomas ... DF
New!—d-1c4 2/6"-mat— Gene
Fawcette ..... CWF
Notes on the News—dexS-1c4¼"-mat—
Charles Pearson ..... CF
Nubbin—d-4c-mat—James Burnett and Geo. Crenshaw ..... KFS
Odd Bodkins—d-4c2"-mat-orp—
Dan O'Neill ..... CHR
Offset Page of Comics—w-3c15"-mat-orp SM
On Stage—d-4c-5c; S-hps-tps-pt-mat—
Leonard Starr ..... CTN
Otis—w-4c2-mat-orp ..... ESS-NEA
Our Boarding House—d-2c3½"-2½"-c4¼"-3c5"; S-ps-hps-tps-hpt-mat-orp—
James Branagan & McCormack .. ESS-NEA
Our New Age—S-pt-hps-tps-mat—
Athelstan Spilhaus & Gene Fawcette .. PHS
Out Our Way—d-2c3½"-2½"-c4¼"-3c5"—Negley Cochran; S-ps-hps-tps-pt-hpt-mat-orp—Paul Gringer .... ESS-NEA
***Peanuts**—(available in Spanish)-d-4c1½"/5c1⅞"; S-hps-tps-hpt-pt-mat—Charles M. Schulz ..... UFS
Pee Wee—2c-mat-orp—Jerry Iger ..... PF
Perkins—d-4c1¾"-mat-orp—
John Miles ..... RTS
Perishers, The—d-4c-mat-orp—
Dennis & Maurice Dodd ..... PHS
***Phantom, The**—d-4c-5c; S-hps-pt-tps-mat Lee Falk and Seymour Barry ... KFS
Phillip's Flock—w-4c2"-mat-orp—
Doc Goodwin ..... DF
Pilote Tempete—dexS-4c2⅜"-mat—
Henk Sprenger ..... DWL
Plain Jane—d-4col-mat-glossy—
Frank Baginski .. .. MCN
Play-Funnies—S-tps-mat ..... CTN
Pogo—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Walt Kelly ..... PHS
Pointers and Patterns—S-tps-hpt-mat-ilm-orp—Polly Cramer ..... ESS-NEA
***Popeye**—d-3c-4c; S-pt-hps-tps—
Bud Sagendorf ..... KFS
***Prince Valiant**—S-hps-pt-ps—
Hal Foster ..... KFS
Priscilla's Pop—d-4c2⅛"; S-hps-tps-pt-hpt-mat-orp—El Vermeer .. ESS-NEA
***Professor Phumble**—d-4c-mat—Bill
Yates ..... KFS
Professor Pi—dexS-4c1-3/16"-mat—
V. T. Born ..... DWL
Quarter Pages of Comics—w-4c-mat .... SM
Quincy—d-4c-mat-orp—Ted Shearer ... KFS
Redeye—d-4c/5c! S-tips-hps-tps-
Gordon Bess ..... KFS
Rex Morgan, M.D.—d-4c-5c-S-pt-hps-tps-mat—Dr. N. P. Dallis, Marvin Bradley & Frank Edgington ..... PHS
Rick O-Shay—dS-4c-tps-hpt-mat—
Stan Lynde ..... CTN
***Rip Kirby**—d-4c-5c-mat—John Prentice and Fred Dickenson ..... KFS
Rip Tide—d-4c-S-hps-tps-pt-mat—Herron and Grandetti ..... CF
Rivets—d-4c; S-pt-hps-tps-mat—
George Sixta ..... PHS
Rod Chance—d-4c-mat—
Stanley H. Brams & Howard Whims .. CF
Ryatts, The—d-1c2⅛"-5c2⅝"-mat—
Jack Elrod ..... PHS
Sally Bananas—dS-4c2"-mat-orp; S-hps-tps-hpt—Charles Barsotti .. NE
Sandy—dexS-hps-orp-mat—
Jim & June Unwin ..... HPS
***Scamp**—d-4c; S-hps-tps-pt-mat—
Walt Disney ..... KFS
***Secret Agent Corrigan**—d-3c-4c—Al
Williamson and Archie Goodwin .... KFS
Shanghai Lil—dexS-2"x7¾"-orp-mat—
Sarge O'Neill ..... SOU
Short Ribs—d-4c2"-mat-S-tps-mat-pt-orp
Frank O'Neal ..... ESS-NEA
Silky N' Vixen—d-4c-mat—
Russ De Marks ..... RUS
Smidgens—d-4c-mat-orp—Robert Cordray NNS
Smilin' Jack—d-4c; S-tps-hpt-mat—
Zack Mosely ..... CTN
Smith Family, The—d & S-4c2", rps-mat—George Simth ..... WSS
Smitty—d-4c; S-tps-hpt-mat—
Walter Berndt ..... CTN
Smokey Stover—S-tps-hpt-mat—
Bill Holman ..... CTN
Snojoe—d-1c-mat—George Donison .... CWF
Speed Douglas—d-4c-mat—Russ
De Marks ..... RUS
Speed's Safety Slants—w-1c-mat—
Russ De Marks ..... RUS
Spooky—S-5c-mat—Bill Holman ..... CTN
Steve Canyon—d-4c-5c; S-ps-pt-hpt-tps-mat—Milton Caniff ..... PHS
***Steve Canyon**—d-4c-5c; S-pt-hps-tps-mat—Milton Caniff ..... KFS
Steve Roper—d-4c-5c-pt-hps-tps-mat—
William Overgard & Allen Saunders .. PHS
Strange World of Mr. Mum, The—d-2c4¾";
S-hps-tps-mat—Irving Phillips .... PHS
Tales from the Great Book—S-pt-hps-tps—
John Leb'l ..... PHS
***Tarzan**—*d-4c2⅛"; *S-hps-tps-pt-mat—
Edgar Rice Burroughs ..... UFS
Teenie Weenies—S-tps-hpt-mat—
William Donahey ..... CTN
Terry and the Pirates—d-4c-5c; S-hps-pt-mat—George Wunder ..... CTN
The Boomers—w-4c2"-orp—
William Feld ..... STU
The Born Loser—d-4c2½"-mat-orp; S-hps-tps-pt-mat—Art Sanson ..... ESS-NEA
The Circle—d-4c2"-mat-orp—
Aaron Kerns ..... UNP
The Dropouts—*d-4c2⅛"/5c2⅝"-S-hps, tps, pt-mat—Howard Post ..... PFS
The Small Society—dtS-3 & 4c2" & ps-hpt-mat—Morrie Brickman ..... WSS
The Space Family Robinson—w-4c-1½"-orp—William Feld ..... STU
Theatre—S-500-wire—Walter Kerr .... NYT
There Oughta Be A Law—d-3c4⅛"—3c3¼"; *S-pt-hpt-hps-tps—
Harry Shorten ..... UFS
***They'll Do It Every Time**—d-3c-4c-mat;
S-tps-hps-pt-mat—Bob Dunn & Al
Scaduto ..... KFS
This Week In Astrology—S-hps-tps-pt-mat-orp-Carl
Payne Tobey & Robert L.
Tubbesing ..... ESS-NEA
Tiffany Jones—d-4c2 1/16"-5c2⅝"—
Pat Tourret & Jenny Butterworth ... PHS
****Tiner**—d-4c-mat/S-pt-hps-tps-mat—
Bud Blake ..... KFS

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*Tim Tyler's Luck—d-1c-mat; S-pt-hps-tps-mat—Lyman Young, Robert Young, Tom Massey ..... KFS
Today's Funny—dexS-1c2½"-mat-orp ..... ESS-NEA
*Treasury of Classic Tales—S-pt-hps-tps-mat—Walt Disney ..... KFS
Trudy—6tw-2c/4c-mat; S-t-tps-hpt-sph—Jerry Marcus ..... KFS
*True Life Adventure—6tw-2c-3c-mat—Walt Disney ..... KFS
Tumbleweeds—dS-1c2½", 3c1¾"-orp-mat; S-tps-hpt—Tom K. Ryan ..... RTS
Uncle Charlie—d-1c1¼"-mat—Peter Laing ..... WSS
*Uncle Remus—S-hpt-hps-tps-mat-qph—Walt Disney ..... KFS
Up Anchor!—S-hps-tps-pt-mat-orp—Kreigh Collins ..... ESS-NEA
Varmint—w-1c2"-mat-orp—Bob Knorr ..... RWK
Versus—d-1c; S-tab½, tab⅓-mat—Jack Wohl ..... KFS
Wayout—d-1c-mat—Ken Muse ..... MCN
Wee Pals—d-1c2¼", S-tps-hpt-mat-orp—Morrie Turner ..... RTS
Winky Ryatt—S-pt-hps-tps-mat—Jack Elrod ..... PHS
Winnie Winkle—d-1c-5c; S-tps-hpt-mat ..... CTN
Winthrop—d-1c2⅛"-mat; S-hps-tps-pt-orp-mat—Dick Cavalli ..... ESS-NEA
Wizard of Id—d-1c-5c; S-pt-hps-tps—Brant Parker & Johnny Hart ..... PHS
Woody's World—d-2c-mat-orp—John Holm ..... NNS
Wonderword—S-hpt-mat—Jo Ouellet ..... CWF
World of Animals—w-spu-orp-ill—Nan Fullerton ..... BPS
Yogi Bear—S-pt-hps-tps-mat—Hanna-Barbera Productions ..... MCN

CULTURAL

Art, Entertainment, Literature Poetry, Theatre (See Columns—Classification No. 11)

13—EDITORIAL (TEXT)

Accion Legal (Spanish)—d-500-man—Martin J. Ross ..... LAW
Around the World—Feature packet on world events w-1000-mim ..... AFP
Ayuda Legal (Spanish)—d-500-man—Martin J. Ross ..... LAW
Behind The Scenes At The United Nations—w-800-mim—David Horowitz ..... WUP
Best Of The Week—w-3500-orp—Selected AM
Between the Lines—w-500-cte-mim—Edith Kermit Roosevelt ..... ROO
Between You & Me—w-900-mim—Boris Smolar ..... JTA
Bill Kennedy—occ-500-orp—Bill Kennedy ..... AM
Book Reviews—S-250-orp—Ernest Cady ..... DF
Book Service For Newspapers—w-4000-mim-mat—John Barkman & William G. Rogers ..... SAT
Cracker Barrel—occ-500-orp—Jack Mofffitt ..... AM
Custom Editorials—con—var.-man ..... AB
Denis Warner On Asia—occ-500-mim—Denis Warner ..... RTS
Digest of Contemporary Opinion—(What Press is Saying)—w-var-mim—compiled ..... WUP
Diplomatic Pouch—w-1000-1500-mim—William R. Frye & others ..... FRY
Editor's Associate—Editorial Copy—cont—var-man—T. Jerome Bishop ..... BIS
Editorial—w-300-mim—No Byline ..... SAF
Editorial Column—3tw-mat-orp ..... KFS
Editorial Illustrations—Ind-var-mat-orp—John Lane ..... NEA
Editorial Service to Canadian and American Daily, weekly and monthly publications ..... GLN
Editorials—w-1¾c24"pt, 3¾c15"pt-orp—Edward H. Sims ..... EC
Editorials—3tw-mat ..... CP
Editorials—dexS-650-2c12"-man-orp—Don Oakley & Don Graff ..... ESS-NEA
Editorials Anonymous—5tw-100-400-mim-var—Mrs. Cyrene Dear & David R. Dear ..... DPR
Everyday Editorials—5tw-1200-mim—Monte F. Bourjaily & Staff ..... GLS
Eye On The Presidency—3tw-700-mim—Nick Thimmesch ..... NE
Famous Authors Ent.—sm-2000-mim-ill—various ..... PHS
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
General News, Features—d-var- (pt, ps, hpt) mim-man-orp—Staff ..... PWF
Have Fun!—w-1c11"-mat-orp—Lee Bryan & Rube Weiss ..... BLA
Interpretive Report—3tw-750-mim—Richard Wilson ..... RTS
It's a Funny World—w-700-mim—John Crosby ..... NE
It's My Opinion—2tw-600-mim—Irene Korhally Kuhn ..... CF
*Jim Bishop: Reporter—3tw-mim—Jim Bishop ..... KFS
Josh Billings Sez—w-1c4"-2c5"-mat-orp—Rube Weiss ..... BLA
Law Brief, The—d-500-mim-man—Martin J. Ross ..... LAW
Legal Aid—d-500-man-mim—Martin J. Ross ..... LAW
Live 'N Laff—w-2c5"-mat-orp—Rube Weiss ..... BLA
Looking Ahead—w-500-600-orp—Dr. George S. Benson ..... NEP
Main Street—d-500 etc.-mim-man—Ted Green ..... PWF
Manion Forum—w-500-orp—Marilyn Manion ..... AM
Minute Message—5tw-200-mim—Fred Dodge ..... MM
Newsday—2tw-var-ill-orp—Newsfeature Package ..... NE
On Your Guard—w-300-500-mim—Jack Lotto ..... PRW
Over and Under Thirty—cod-350-400-mim—John L. Sinn ..... NNS
Parting Shots—d-300-mim—Bill Vaughan ..... BM
People and Problems—d-500-man-mim—Martin J. Ross ..... LAW
Philip Wagner Column—2w-750-mim—Philip Wagner ..... WAG
Potomac Fever—d-200-mim—Harry Turner ..... RTS
Reflections—w-500/650-mim—Eric Hoffer ..... LED
Roy Wilkins Column—w-750-mim—Roy Wilkins ..... RTS
Sen. Goldwater Column—w-500-mim—Sen. Barry Goldwater ..... LAT
Shape of the News—w-750-mim—Edward P. Morgan ..... NE
Spotlite Series—dS-750-mim-ilm—Weekly Feature Articles ..... UFS
State of Affairs—3tw-600-mim—Clayton Fritchey ..... NE
Stories Behind Words—5tw-150-mim-orp—William S. Fenfield ..... PE
Straight Talk—w-500-orp—Tom Anderson ..... AM
The U.N. Today—d-500-1000-by wire, telex or mail-ill-mim—William R. Frye ..... FRY
To Be Equal—w-600-mim—Whitney M. Young, Jr. ..... NAT
Today By Flora Lewis—3tw-700-mim—Flora Lewis ..... NE
Viewpoint-W-500-orp—Jesse Helms ..... AM
Washington Beat—S-800-mim—Leslie Carpenter ..... PHS
World in Focus, The—S-750-850-ill-mim—William R. Frye ..... FRY

14—EDITORIAL CARTOONS

Another View—dexS-2c3¾"-orp-mat—John Stees ..... UFS
Auth Editorial Cartoons—3tw-var-orp—Tony Auth ..... SAW
Ben Wicks—8tw-1c3"-1½-4½"-mat-orp—Ben Wicks ..... TTS
Berry's World—d-2c4½"-mat; S-tps-hpt-orp-mat—Jim Berry ..... ESS-NEA
Bill Sander's Editorial Cartoons—5tw-3c7¼"-mat—William Sanders ..... PHS
Blaine Editorial Cartoons—3tw-3c6"-4c7"-mat-orp—Blaine ..... MIL
Borgstedt Editorial Cartoons—6tw-3c-mat—Douglas Borgstedt ..... KFS
Buescher Editorial Cartoons—d-2c-3c-mat ..... CP, KFS
Cartoon—w-2c-mat-orp— Noah Bee ..... JTA
Cartoon/Comment on Illinois/Gov't & Politics—w-3c6"-mat-orp—Arthur A. Henrickson ..... HEN
Cartoons—w-2c6"-mat-ill—Staff ..... CPS
Cartoons—w-3c7"-mat ..... CSP
Chambers Editorial Cartoons—3tw-3c6", 4c6"-mat-orp—R. W. Chambers ..... MIL
Cobb Editorial Cartoons—w-4c7"-orp—Ron Cobb ..... SAW
Conrad Cartoons—5tw-2c1¼"-3c6-mar-orp—Paul Conrad ..... RTS
Corky Editorial Cartoon—2tw-4c5-mat-orp—Corky Trinidad ..... LAT
Craig/Autures—d-w-S-1c2"-mat—Eugene Craig ..... DF
Donato—3tw-3c5¼"-mat-orp—Andy Donato ..... TTS
Dowling Editorial Cartoon—5tw-2c-3c-mat—Dan Dowling ..... PHS
Editorial Cartoon—w-2c4"-3c6½"-orp-mat—Herc Hicklen ..... AVA
Editorial Cartoon—5tw-3c7"-orp-mat—Tom Darcy ..... NE
Editorial Cartoons—5tw-3c-mat-orp—Robt. D. Zschiesche ..... KFS
Editorial Cartoons—d-3c-mat-orp—Duncan MacPherson ..... TSS
Editorial Cartoon—d-3c-2c-mat—Staff ..... CP
Editorial Cartoon—dS-2c-mat—Warren King ..... CTN
Editorial Cartoon—dS-307"-mat-orp—Bill Crawford ..... ESS-NEA
Editorial Cartoons—5tw-3c6"-mat-orp—L. D. Warren ..... NWS
Editorial Cartoons—dS-3c6"-mat-orp—Eugene Craig & Doc Goodwin ..... DF
Editorial Cartoons by GAR—w-3c6½"-mat-orp—Gar Schmitt ..... EDI
Editorial Cartoons—dS-3c5"-orp—Ray Roy ..... SOP
Editorial Cartoons—6tw-3c-mat—igp Don Hesse ..... MCN
Editorial Cartoons—d-3c-mat—Reg Manning ..... MCN
Editorial Cartoons—5tw-3c-mat—Vaughan Shoemaker—Stayskal ..... CTN
Editorial Cartoons—d-2c-S-3c-mat—Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoons—dexS-3c6"-mat—Arthur Poinier ..... BM
Editorial Cartoons—5tw-3 col-mat—Gib Crockett ..... WSS
Fischetti Cartoons—5tw-3c-4c-mat—John Fischetti ..... PHS
Foreign Cartoons—d-vav-orp—various ..... RDA
Grant Editorial Cartoon—5tw-3c8"-mat-crp—Lou Grant ..... LAT
Haynie Editorial Cartoon—5tw-3c8"-orp-mat—Hugh Haynie ..... LAT
Helow Olympus—5tw-2c5"-mat-orp—Frank Interlandi ..... LAT
Herblock Editorial Cartoons—5tw-2c5"-3c7¼"-mat—Herbert L. Block ..... PHS
Josh Billings Sez—w-1c4"-2c5"-mat-orp—Rube Weiss ..... BLA
Justus-Long Cartoons—8tw-3c8¼"-mat-orp—Ray Justus, Scott Long ..... RTS
Keypeek—d-1c2-mat-orp—Herc Ficklen ..... LED
Live 'N Laff—w-2c5"-mat-orp—Rube Weiss ..... BLA
Mauldin Editorial Cartoon—5tw-2c-3c-mat—Bill Mauldin ..... PHS
Notes on the News—d-1c2¾"-orp-mat—Charles D. Pearson ..... PEA
Oliphant Editorial Cartoon—5tw-4c4"-3c3"-mat-orp—Pat Oliphant ..... LAT
On Campus—dexS-2c4½"-mat-orp—Phil Frank ..... AF
Politics—w-4x5-orp-mat—Bill Wright ..... SOU
Ray Wilsen on Bway—5tw-tps-man—Ray Wilson ..... NEW
Science Cartoons—w-3c5⅛"-ill-orp—John Lane ..... ESS-NEA
Small Society, The—6tw-3c-1c-mat; S-tps-hpt-color-4c-bl-mat—Morrie Brickman ..... KFS
Small World—dexsat-1c2¼"-mat-orp—Lou Grant ..... AD
Soliloquy—5tw-3c2¾"—Ric Hugo ..... PHS
Still At Large—5tw-1c3"-mat-orp—Robert York ..... AF
Sovel's News Service—w-3c-mat-orp—Edward Sorel ..... KFS
The American Way—w-7c4"-orp-mat—selected ..... AM
Uluschak cartoons—3tw-6"-mat-orp—Edward Uluschak ..... MIL
Wallmeyer Cartoons—5tw-3c7"-mat—Dick Wallmeyer ..... RTS
Wicks Editorial Cartoon—8tw-1c3", 1½c4½"-mat-orp—Ben Wicks ..... LAT
Wolf Cartoon—w-2c6"-orp-mats—Earl Wolf ..... NCW
Yardley Jones—5pw-1c8½"-mat-orp—Yardley Jones ..... TTS

FARMING

(See Gardening—Classification No. 19)

15-FASHIONS

After A Fashion—2tw-800-igp—Marian Christy ..... UFS
A Lovelier You—5tw-85-1c-2c-ilm-tape—Mary Sue Miller ..... PHS
Ask Jennifer—sw-450w-mim-ilm—Jennifer Anderson ..... MED
Beauty Tips From Hollywood—w-500w-orp—Various ..... BPS
Cassini Carousel—w-750-mim—Igor & Oleg Cassini CC
Chic and Charming—6tw-1c-mat ..... CP, KFS
Clotheslines—w-600-mim-ill—Marylou ..... LAT
Editorial material and picture service for women's pages—all material such as fashion, food beauty, etc—d-S-w-m-ms-ill—for foreign and domestic use ..... UOP
Eleanor Lambert's, She—3tw-300-500-mim-ill—Eleanor Lambert ..... PHS
Esquire's Avenues of Fashion—4tw-ill-mim—O. E. Schoeffler ..... BM
Family Manager—w-1c8-mats or orp—Staff ..... CSP
Fashion Features—w—Dina Dellale ..... EPS
Fashion in Color—occ-3c-4c-5c-ill-ilm-orp ..... ESS-NEA
Fashion League—1c-2c-lines drawing-mim-mat-var-8 to 9 releases-prints—Florence de Santis ..... BM
Fashion Service—w-8 fashion pictures—by mail ..... UPN
Fashion Snapshots—w-1000-mim-ilm ..... AFP
Fashion Stories—sw-200-400-2c-3c-man-orp-ill-ilm—Rosette Hargrove, Helen Hennessy & Staff ..... ESS-NEA
Fashion Tips—w-150-200-1c-man-orp Staff ..... ESS-NEA
Fashionettes—w-150-orp—Staff ..... UPI
Fashions—S-400-wire—Gay Pauley ..... UPI
Fashions—Women's—dS-ill-ilm—Kay Thomas ..... CTN
Features—w-Ida Fried ..... EPS
Him—S-300-400-mim-ill—Alex Sheftell ..... BM
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
How Do You Look?—2tw-500-mim-ilm Edith Head ..... NE
Inside Fashions—4tw-mim-photos—Eugenia Sheppard ..... PHS
International Designer Patterns—w-1c8"-2c8"-ilm-igp ..... SPS
Jet Fashions For Men—w-1c7"-mat-orp ..... SPS
Latest Fashions—w-750-orp-ill—A. Fairax ..... BPS
Latest From Paris—d-1c-man—Monique ..... CTN
Leisure Time—S-200-mim-igp—Mildred Gibson ..... NNS
Look Smart?—w-750-mim-ill-mat—Harry Juster ..... RTS
Man Looks At Woman—w-300-man-tape—Tom Nielsen ..... NIE
Man To Man—w-500-ill-mim— Bill Thomas ..... GFC
Men's Fashions (Daily News Record)—d-var-ill- ..... FA
Men's Wear—The Score in Clothes—S-man-ilm—M. H. Barnum ..... CTN
Men's Wear—w-500-orp—Walter Logan ..... UPI
Mohr About Fashion—tw-500w-Man-igp Berta Mohr ..... MOH
Now!—3tw-1c4"-mat-orp—Gene Loyd ..... RTS
Paris Fashion—w-600-mim-ilm—Yvette de La Fontaine ..... WNS
Paris Fashion Stories—sea-1500-man-orp-ill-ilm—Rosette Hargrove ..... EES-NEA
Personalized Designer Patterns—w-1c8"-ilm-igp ..... SPS
Picture Serv. for Women's Page—dS8x10"-photo—Staff ..... SOP
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, receipes, Social Security/Medicare, Education, Veterans' Benefits, patterns, golf fashion, needlework ESS-NEA
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
The Fashion Strip—Sw-100-200-1c6-8"-mim-igp—Ethel Burge ..... BUR
The Look—w-300-600-mim. igp ..... YES
The World & Basil Woon—w-900/1000-mim-Basil Woon ..... FED
Tobe on Fashions—4tw-60-12-mim ..... PHS
What Next—Fashion Interviews—4tw-1c7"-mat-orp—Paul Hamlen ..... SPS
Women's Wear Daily—d-var-ill ..... FA
World of Style—w-350-mim—Gerta Grudel ..... GFC
You're Sew Right—Sewing Column—w—Dale Cavanagh ..... SPS
Youth Parade—S-200-mim-igp—Reha and Bonnie Churchill ..... NNS

FINANCIAL

(See "Business"—Classification No. 7)

16—FICTION

Best Sellers (Fiction/non Fiction)—w-hps-pt-orp or bookform—Various Authors ..... BPS
Blue Ribbon Fiction—dS-ill-ilm—Well Known Authors ..... CTN
Book-length Serials, supplied as books — various authors and lengths ..... CHA
Book Service for Newspapers—w-4000w-mim-mat-orp—John Barkham & William G. Rogers ..... SAT
Children's Stories—m-color, mat ..... SPS
Famous Short Stories—w-500/1000-orp—various authors ..... BPS
Selected Short Shorts—w-500-700-mim-man—Alex Jane Benchly ..... RA

17-FILLERS

Around Town—w-2c1"-mat-orp—Rube Weiss ..... BLA
Barney's Blarney—dS-200-mim—Barney Glazer ..... TCN
Best of Press—w-1¾c8"-pt-orp—Staff ..... EC
Between Us Girls—dexS-1c1"-ilm—Mrs. Ashton Wing ..... AF
Big Headed Fillers—w-2c-16-23 lines-orp—Staff ..... HF
Bits & Pieces—dS-200-mim—Barney Glazer ..... TCN
Briefs. Very Brief—w-1¾c13" pt-orp—Staff ..... EC
Clyde Moore Says—dS-125-orp—Clyde Moore ..... DF
Column Closers—w-200-300-man-orp—Staff ..... ESS-NEA
Comic Dictionary—dS-15 mim—Evan Esar ..... RTS
Craig-Atures—d-w-S-1c2"-mat—Eugene Craig ..... DF
Daily Flashback Calendar—dS-1c1¼"-mat-orp—Dick Peeples ..... AF
Distillates of Random Thoughts—w-var-mim—Charles Rehns ..... REH
Factographs—6tw-proof-mat-tape ..... CP-KFS
Fillers—w-200-400-1c9—Staff ..... ESS-NEA
General News Items—w-var-mim-wire by stringers ..... WUP
Glazed Bits—dS-400-mim—Barney Glazer ..... TCN
Golden Gleams—w-1¾c5"-pt-orp—Staff ..... EC
Grab Bag—6tw-mat-proof ..... CP,KFS
Grass Roots Clippings—d,s,w-60d-350w-1c2"x9"-mim—Kerwin Hoover ..... HTF
Handy Fillers—w-2c1 to 5 lines-orp—Staff ..... HF
Have Fun!—w-1c11"-mat-orp—Lee Bryan and Rube Weiss ..... BLA
Headed Fillers—w-2c5 to 16 lines-orp—Staff ..... HF
Jest a Minute—d-man—George Daugherty CTN

CLASSIFICATIONS OF FEATURES

Josh Billings Sez—w-1c1"-2c5"-mat-orp—Rube Weiss ..... BLA
The Light Touch—w-2¾x3½-orp—Jeanne Westerdale ..... GLE
Live 'N Laff—w-2c5"-mat-orp—Rube Weiss ..... BLA
Lively Laughs—w&m-var-man—Allen Glasser ..... GLA
Matters of Substance (Fillers)-cont-Var-man—T.Jerome Bishop ..... BIS
Merry Mixup—dcxS-1c2"-2c1"-mat-orp—Barbara Jones ..... AF
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
News Fillers—w-2c1"-printed—Staff .... STF
News Fillers—w-1c1 to 30 lines-ptd copy-orp-tape—Staff ..... SFS
News View—w-1¾c7"-pt-orp—Staff ..... EC
Notes & Comments—w-1¾c15"-pt-orp—Staff ..... EC
Now You Know—7tw-30-wire—Staff ... UPI
Odd Facts—6tw-mat-proof—Staff ..... KFS
Quirks in the News—6tw-500-wire—Staff ..... UPI
Read and Remember—dS-100-mim—W. L. Gordon ..... WLG-MS
Rosettes—dcxS-2c2x3" man—Elinor K. Rose ..... EKR
Short Fillers, Headed Fillers—all subjects; quotations; editorial quips-m-5,600-mim ..... ROB
Short Takes—w-90-250-mim—Staff ..... DHJ
Shorts—w-300-450-man-orp—Staff .. ESS-NEA
Sugar and Spice—dcxS-30-mim—Elinor K. Rose ..... AF
Super Headed Fillers—w2c-1 to 7 lines-orp—Staff ..... HF
Terse-Verse—dS-25-35-mim—A. C. Gordon ..... WLG-MS
The Proverb Crows—w-1c3"-orp—J. D. McFarland ..... MCF
Think-Tank—m-1c1¾"x1"-orp—various ..... COM
Today's Index—dS-1⅛"-mat-orp—Dick Peeples ..... AF
What's In Your Name? (If Your Name Is .....)—d-w-470-mim—Ann Reynolds, Ph.D. ..... RFS
Women's World—5tw-150w-mim ..... WNS
Words of Wise Men—d-mat-proofs .... KFS
Worth Repeating—dS-15-mim—Theron C. Liddle ..... RTS

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18—FOOD

About Wine—w-500-mat-ilm—Colin MacKay ..... CWF
A Gardeners Kitchen—m-500-man ..... THO
Beard On Food—w-750-mim—James A. Beard ..... WSS
Bev's Bits & Bites—w-2c12"-orp-mat—Beverly Anderson ..... HPP
Carolyn's Collections—w-500-orp—Carolyn Anderson ..... AM
Chateau & Briand—w-7"-2¼"-mat-orp .. SPS
Cooking Chat—d-500-mim—Anne Wanstall ..... TSS
Cooking Corner—sw-500-mim-orp-igp—Susan Delight ..... CNS
Cook's Corner—w-ps-hps-ill—Lillian Bergesell ..... DF
Cooking With Rojas-Lombardi—w-750w-orp-mat—Felipe Rojas-Lombardi ..... ESS
Dining With Dana—w-tps-man—Bob Dana ..... NEW
Eat & Grow Younger—Book serialization-24 installments—3c10"-ilm-orp—Leland Kordel ..... SPE
Eat, Drink and Be Merry—w-450w-mim—Robert J. Misch ..... WNS
Eat Your Troubles Away—Book serialization-20 installments-2c15"-orp—Lelord Kordel ..... SPE
Editorial material and picture service for women's pages—all material such as fashion, food, beauty, etc.—d-S-w-m-ms-ill—for foreign and domestic use ..... UOP
Family Manager—w-1c8-mats-orp—Staff ..... CSP
Famous Recipes—w-250-750-orp-igp—Jane Sherrod ..... BPS
Fast Gourmet, The—3tw-250-mim—Poppy Cannon ..... GFC
Features—w-Ida Fried ..... EPS
Food—dS-man—Alice Peterson and Ella Elvin ..... CTN
Food—w-D. Peggy Read ..... EPS
Food & Garden Gossip—w-500-man—Daniel V. Thompson ..... THO
Food and Your Health—2tw-350-mim—Fredrick J. Stare, M.D. ..... LAT
Food Articles—dS-ill-ilm—Mary Meade.. CTN
Food Facts—w-2c/3c-ill-orp—Staff ..... LUI
Food Menus—tw-350-600-2c5"-2c9"-ill--ilm-orp—Aileen Claire .....ESS-NEA
Food in Color—occ-3c-4c-5c-ill-ilm-orp ..... ESS-NEA
Food Shopping Guide—w-700-wire—Staff ..... UPI
Foodmanship—w-1000-man-ill—Daniel V. Thompson ..... THO
For Men Only—Cooking—w-man—Morrison Wood ..... CTN
Gourmet On A Budget—w-400-man—Sandal & Pritch English ..... ENG
Let's Ask The Cook—3tw-500-mim—Nan Wiley ..... RTS
Menus—dS-man-ill—Mary Meade ..... CTN
Menus—dS-man—Alice Petersen and Ella Elvin ..... CTN
Messieurs Chateau & Briand—w-m-hps-mat-orp—C. Green ..... SPS
Mom's Lunch Break—5tw-300/500-mim-igp—Rose Irene Hamner ..... STH
Our Man in the Kitchen—5tw-500-mim—Hyman Goldberg ..... RTS
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare. Education. Veterans' Benefits, patterns, golf, fashions, needlework ..... ESS-NEA
Skillet Club—w-750-mim— Frank Kohler GFC
Tasty Tales—w-2c-12"-min—Charles Rehns ..... REH
Today's Wine—m-2c24"-mim—Basil Woon ..... FED
Weekly Recipe—w-1¾ c6"-pt-orp—Sarah Anne Sheridan ..... EC
What's New In Foods?—m-100-orp—Phyliss Lasky ..... AEW
Wine Column—w-man—Ruth Ellen Church ..... CTN

19—GARDENING FARMING

A Gardener's Kitchen—m-500-man—Daniel V. Thompson ..... THO
Bradshaw's Gardening—w-600-mim—John Bradshaw ..... TTS
Craft Patterns—w-2c3¼"-mat-ill ..... CRA
fact or fiction? . . . by Gil—w-500-mim—Gil Whitton ..... WCS
Food & Garden Gossip—w-500-man—Daniel V. Thompson ..... THO
Flower Box, The—w-mat—Phyllis Pautz CTN
Garden Column—w-700—Tom Stevenson ..... LTWP
Gardengraph—sea-mat—Dean Halliday .....CP, KFS
Garden Gossip—w-500-man—Daniel V. Thompson ..... THO
Garden Question Box—w-800—Tom Stevenson ..... LTWP
Garden Series—sea-400-600-man-ill-ilm-orp—Authorities ..... ESS-NEA
Gardening—S-450-orp—Irwin & Martha Jones ..... DF
Gardening Column—w-500W-mim—Fred Dale ..... TSS
Gardening For Fun—w-spv-man—Cindy Smith ..... CRE
Gardenographs—sea-mat—Dean Halliday ..... KFS
Gardens—w-400-igp-mim—Dorothy H. Jenkins ..... DHJ
Indoor Gardening—w-750-ilm-mim—Katherine B. Walker ..... PHS
It's Your Landscape—w-400-ill-mim—George Creed ..... PHS
Just Something Pretty (Flower Arranging)—w-400W-9pt-hpt-man-ill—Cindy Smith ..... CRE
Miracle Gardening—w-500-orp-igp—P. Carbone ..... BPS
The Green Thumb—w-800-100w-mim—George Abraham ..... ABR
U-Bild-It—dS-var-man-igp—Steve Ellingson ..... UB
U-Bid Enterprises—d-var-man-mim-ill—Steve Ellingson ..... DF

GRAPHOLOGY

(See "Astrology"—Classification No. 1)

20—HEALTH

Dr. Alvarez—4tw-700-mim—Dr. Walter C. Alvarez ..... RTS
Bob Thompson, M.D.—d-500-2c8"-mat-orp-ill—Bob Thompson, M.D. ..... MOR
Child Care—dcxS-350-mim—William G. Cook, M.D. ..... GFC
Dr. Burrows Problem Clinic—w-500-orp—Dr. B. Burrows ..... BPS
Dr. Wrights Medical Advice—w-500-orp—Dr. A. Wright ..... BPS
Harry A. Johnson, M.D. ..... DDS
Eye On Your Family—2tw-450-mim—Dr. Alfred A. Messer ..... PHS
Exercise Series for Aching Back—10 articles-200-ill-igp—Maxwell Riddle ..... AF
Features—w-Ida Fried ..... EPS
Feel Young Again—Book serialization—24 installments—3c10"-ilm-orp—Lelord Kordel ..... SPE
Food And Your Health—2tw-350 mim—Fredrick J. Stare, M.D. ..... LAT
For Better Health—dcxS-350-mim—S. I. Andelman, M.D. ..... GFC
For Women Only—3tw-mim—Dr. Lindsay Curtis ..... NNS
Health—dS-man—Dr. Theodore R. Van Dellen ..... CTN
Health and Beauty—w-1¾ c7"-pt-orp—Lillian Hughes ..... EC
Health Capsules—*dcxS-1c3¾"-mat—Michael A. Petri M D. ..... UFS
Health Today—w-500-orp—Dr. O. A. Battista ..... BPS
Heart Line—w-600-mim-orp—Various Authors ..... CNS
How to Keep Your Child Well—tw-man—Dr. Theodore R. Van Dellen ..... CTN
Insomnia—ind-14,000w-mim—Gay Luce & Dr. Julius Segal ..... DDS
Know Yourself—w-600w-mim—Jean Rosenbaum, M.D. ..... CDF
Let's Live Longer—12 installments—3c10"—ilm-orp-Leland Kordel ..... SPE
Let's Stay Well—ds-350-mim—Dr. Eugene Scheimann ..... BM
Medical Memos—5tw-150-mim-ill—H. L. Herschensohn, M.D. ..... LAT
Medicalia—cont.—600-mim-igp—M. W. Martin ..... MAR
***Mirror of Your Mind**—d-3c-mat; S-pt-mat—John Conwell ..... KFS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
Personal Health Service—dS-450; S-1000-mim—Dr. William Brady ..... NNS
Picture of Health—w-2c/3c-ill-orp—Staff ..... LUI
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education, Veterans' Benefits, patterns, golf, fashion, needlework ESS-NEA
Rusk Column—S-500-wire—Dr. Howard Rusk ..... NYT
Speaking of Your Health—6tw-proof-mat—Dr. Lester L. Coleman .....CP, KFS
Stay Alive Longer—Book serialization—20 installments-2c15"-ilm-orp—Lelord Kordel ..... SPE
Tell Me, Nurse—tw-350-400-mim—Phyllis C. Barrins ..... CDF
Test Yourself—w-d-250-500-orp-ill—Jane Sherrod Singer ..... BPS
The Doctor Says—Medical Column—Stw-550-2c7"man-orp—Wayne G. Brandstadt, M.D. ..... ESS-NEA
The Well Child—Medical Column—w-550-2c7-man-orp—Wayne G. Brandstadt, M.D. .....ESS-NEA
The Worry Clinic—dcxS-550-3c6-mim-orp-ill-ilm—George W. Crane Ph.D-M.D... HPS
To Your Good Health—dS-75-mim-tape—George C. Thosteson ..... PHS
Topical Medicine—irr-var-mim ..... AFP
What's Best For Your Child—5tw-500-mim-tape—Dr. David Goodman ..... BM
You And The Doctors—w-mim—Lewis A. Miller ..... NYS
Your Medicare—w-400-mim—Eugene Miller ..... MLN
Youthful Drug Talks—w-600-w-mim—Phyllis Barrins, R.N. ..... CDF

21—HISTORY—POLITICS

Accion Legal (Spanish)—d-500-man—Martin J. Ross ..... LAW
Art, Etcetera—w-1000—Chauncey Howell ..... FA
Ayuda Legal (Spanish)—d-500-man—Martin J. Ross ..... LAW
Between the Lines—w-500etc-mim—Edith Kermit Roosevelt ..... ROO
Brier Column—3tw-400-mim—Royce Brier ..... CHR
Bucher: My Story—ind-14,000w-mim-igp—Lloyd Bucher ..... DDS
California Report—tw-500-mim-orp—Arthur Ribbel ..... CNS
Congressional Quarterly Almanac—an-bound volume ..... CQ
Capital Ideas—sw-600-mim-orp—Raymond J. McHugh ..... CNS
Car World—w-750-mim-igp—Karl Ludrigsen ..... YES
CQ News Stores—3tw-400-mim ..... CQ
CQ Weekly Report—w—reference and qt index ..... CQ
Craig-Atures—d-w-s-1c2"-mat—Eugene Craig ..... DF
Criswell Predicts!—w-1,000w-mim—Jeron King Criswell ..... CRP
During This Week—w-100-125-man—Estey I. Reed ..... SS
ETC. & P.S.—w-500w-Man—Irma Ganz Miller ..... JL
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Federal Corner—w-600-orp—Rouhac Hamilton ..... DF
Federal Diary—3tw-600-mim—Clopton & Causey ..... LTWP
Flashback on Canada—d-250-mim—Bob Bowman ..... TSS
Friendly Column—w-800-1,000-mim—Alfred Friendly ..... LTWP
Global Report—w-750-mim—Ruthven E. Libby ..... CNS
Government Quiz—w-500w-mim—Prof. Carl Kalvelage & Peter Anderson CDF
Heads or Tails—w-500w-mim—John Charles ..... ECS
Hemisphere Report—w-750-mim-mat-orp—William B. Giandoni ..... CNS
Hollywood Opinions—w-500-1,000-orp—Various Stars ..... OPS
In America—ind-600—Charles Mitchelmore ..... FA
Intelligrams—cont.-var-orp—Staff ..... WW
Legal Aid—d-500-man-mim—Martin J. Ross ..... LAW
L.A. Heartbeat—w-600-mim—Tony Cimarusti ..... CNS
Low Down From the Congressional Record—w-600-orp—Joe Crump ..... CRU
Monthly Mention—m-600w-mim—Eff Thomas ..... MM
Morning Report—d-100-mim—Abe Mellinkoff ..... CHR
News Personality Pictures—w-1c-ilm-orp—Staff ..... ESS-NEA
On This Day—d-150-man—Estey I. Reed ..... SS
Ottawa Perspective—3tw-500-mim—Anthony Westell ..... TSS
Our Man Hoppe—3tw-500-mim—Arthur Hoppe ..... CHR
Pennsylvania Avenue—w-500-mim-orp—Mike O'Connor ..... CNS
People and Problems—d-500-mim-man—Martin J. Ross ..... LAW
Personality Sketches—w-2c-orp—Nickolay Sabolotny ..... TSS
Picture Review of the Year—an-p-hps-mat-ill-orp—Staff ..... ESS-NEA
Politics And People—tw-800-mim—Thomas O'Neill ..... FJM
Review of the Year—an-ps-hps-mat-orp-man-ill—Staff .....ESS-NEA
Stories Behind Words—5tw-150-mim-orp—William S. Penfield ..... PE
Sulzberger Column—3tw-750-wire—C. L. Sulzberger ..... NYT
The Heritage of the American Businessman—tw-2x5-mat—Michael H. McBride .. MCB
The Law Brief—d-500-man-mim—Martin J. Ross ..... LAW
The News in a Word—d-175; S-275-mim—S. V. Baum & W. Laubenstein ..... QUI
They Had A Dream—w-2c9"-man-ill—George Reasons & Sam Patrick .....LAT
This Day in History—6tw-mim—Staff ... KFS
To Be Equal—w-600—Whitney M. Young, Jr. ..... NAT
Trends and Issues—tw-500-600-mim—Robert Jo Markle ..... MCB
Unknown In History, The—w-500-800-man—Thourot Pichel ..... CN
What Life Has Taught Me—w-500-1,000w-orp—various celebrities ..... RPS
What's In Your Name? (If Your Name Is ....)—d-w-170-mim—Ann Reynolds .. RFS
Wicker Column—3tw-750-wire—Tom Wicker ..... NYT
World Affairs Page—w-ps-orp-igp-mat-ill—World News Analysts ..... CNS
World Almanac Facts-Historical Facts—5tw-75-1c4"-ill-ilm-orp ..... ESS-NEA

World and Basil Woon—w-⅔c-mim—
Basil Woon ..... FED
Year End Reviews—an-p-hps-man-mat-orp-
ill-ilm—Staff ..... ESS-ORP

22—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

A Home To Live In—w-2c-200-300w-ilm—
Staff ..... SHP
A Matter of Taste—3tw-350-mim-ill—
William Pahlman ..... PHS
A Talent for Living—w-600w-mim-igp—
Donald Madden ..... WNS
About The House—m-500-var-mim-igp—SIE
About Your Home—w-1¾c6½"-pt-orp—
Lillian Hughes ..... EC
Antiques—w-400w-igp-mim—
Dorothy H. Jenkins ..... DHJ
Architects Home Designs—w-500-min-ill—
Gerry Bishop ..... BM
Bright Ideas—w-2c7"-mat-orp—
Joe Jones ..... APN
Better Living Guide—w-hps-man—
Sally Miller ..... DIC
Better Living Guide to Dining Out—w-
qps-man ..... DIC
Chef, The—d-tw-250-300-mim—
Marian Burros ..... BM
Craft Patterns—S-2c3¼"-mat-proof-ill;
or photo and proof—A. Neely Hall .... CRA
Craft Patterns—w-2c3¼"-mat-ill ..... CRA
Daily Financial News Reports—
domestic & foreign, Teletype 7xw .. PRW
Decor Q & A—w-500-mim-orp—
Barbara Hartung ..... CNS
Do-It-Yourself—w-600-700-man-ill-ilm-
orp—Mr. Fix ..... ESS-NEA
Do It Yourself—w-750w-man-ill-igp—
R. Randolph Karch ..... KAR
Dorsey Connors (Hi! Im Dorsey Connors!)—
3tw-500-mim-ilm—Dorsey Connors .... PHS
Dottie Decorates—w-mat-orp—
Dottie and Harry Brown ..... GFC
Easi-Bild—S-350-mim-igp—Dan Brann .. GFC
Editorial material and picture service for
women's pages—all material such as
fashion, food, beauty, etc.— d-S-
w-m-ms-ill—for foreign and domestic
use ..... UOP
Electric Living Guide—w-hps-man—
Ruth Thompson ..... DIC
Family Pot Luck—w-1c8-mats or orp—
Helen Hale ..... CSP
Features—w—Ida Fried ..... EPS
First Aid to the Ailing House—d-400;
S-405-mim—Roger C. Whitman ..... BM
Fix-It Tip—w-50-1c1"-il-ilm-orp—
Staff ..... ESS-NEA
Fix It Yourself—d-250-mim—
Hubbard Cobb ..... WSS
For Women Who Work—tw-450w-mim—
Alice Skelsey ..... MED
Handy Family, The—w-4c2"-2c1"-mat-orp—
Lloyd Birmingham ..... GFC
Here's How—w-500-mim-orp—
Charles A. Taylor ..... CNS
Helen Homemaker—w-4c3"-mat-orp—
Lloyd Birmingham ..... CF
**Hints from Heloise—d-mim; S-tps-hpt—
mat colors—Heloise Cruse ..... KFS
Home—w-400-igp-mim—Ann Jermyn,
George Adams ..... DHJ
Home—w—Ida Fried ..... EPS
Home Decorating—w-400-mim-orp-igp—
Barbara Hartung ..... CNS
Home Decorating Tips—w-750-mim-igp—
Arthur S. Green ..... GRE
Home Decorations—w-2c4-mats or orp—
Staff ..... CSP
Home Furnishings in Color—
occ-3c-4c-5c-ilm-ill-orp ..... ESS-NEA
Home Line—dexS-300-mim—
Dorothy Ritz ..... LAT
Home Maintenance—w-500-mim-ilm—
Roy Spence ..... TTS
Homeowners' Money Savers—2tw-350-mim—
Douglas Tuomey ..... GFC
Home Decorating—S-ps-pt-var-orp-ill—
Jenice Jordan ..... DF
House Doctor—w-750-mim-ilm-mat-orp—
Herman Baum ..... RTS
House of the Week, The—w-pt-orp-ilm-igp—
Andrew Lang ..... APN
Household Hints—w-var-mim ..... AFP
Household Hints—6tw-mat-proof ..... KFS
Household Scrapbook—dS-mim-150—
Roberta Lee ..... WLG-MS
Household Stories—w-300-ill-ilm—
Vivian Brown ..... APN
How Can I???—dS-mim-100-300-mim-orp—
Anne Ashley ..... WLG-MS
Interior Decorating—tw-mim-ill-400—
Genevieve Meyer ..... BM
Interior Decoration—S-2c-mat—
Jane Abrams ..... CTN
Leisure Time—S-200-mim-igp—
Mildred Gibson ..... NNS
Let's Make—S-2c5" & var-orp-mat—
Ben Corey ..... HAR
Modern Homes—w-750-orp-igp—
A. Fairfax ..... BPS
New Products—w-400-mim-orp—
Opal Crandall ..... CNS
New Products—w-500-orp—Dorothea
Brooks ..... UPI
New Ideas—Products—w-250w-man—
Irma Ganz Miller ..... JL
Parade Of Homes—com-8½x11-mim-igp HOM
Pointers and Patterns—S-tps-hpt-mat-orp-
ilm—Polly Cramer ..... ESS-NEA
Polly's Pointers—dexS-350-2c3; S-tps-
hpt; ill-ilm-man-mat-orp—
Polly Cramer ..... ESS-NEA
Reader Service—Timely series, books
on income tax, household, bridge,
better grades, financial, Social Security/
Medicare, Education, Veterans' Benefits,
patterns, golf, fashion, needlework ESS-NEA
Scrap Craft Fun—w-2c7"-ill-mat-orp—
Edna Clapper ..... MED
Slick Trick—d-1c-50 orp-mat—Staff .. NNS
Spice Cabinet—w-1c3"-ilm-orp—
Staff ..... ESS-NEA
Super Handyman—3tw-mim-ill-mat—
Al Carrell ..... KFS
Techtoons—w-2c-mat—Patof and Bixby .. CP
Teen Scene—dS-1c5"&var-orp—
Ben Corey ..... HAR
That's A Good Idea—w-600-ill-orp—
Thad Potter ..... ESS-NEA
U-Bild—w-500-igp—Steve Ellingson .... MS
U-Bild-It—dS-var-man-igp—
Steve Ellingson ..... UB
U-Bild-Enterprises—S-var-man-mim-ill—
Steve Ellingson ..... DF
Varied—w&m-var-man ..... GLN
We Like This Plan Because—w-350-450-
mat-ill-mim—Hiawatha Estes ..... NPB
*Wife Preservers—6tw-mat—Staff .. CP, KFS
Women's Page Features—d-350-man-ill-orp-
ilm—Rosette Hargrove; Gaynor Maddox;
Helen Hennessy, Aileen Snoddy, Polly
Cramer, Betty Canary, Judy Love,
Joanne Schreiber, ... ESS-NEA
Workshop Patterns—w-1c1"-orp-ilm ... WPI
You and Your Home—w-100-mim-ill-mat-
orp—Barbara Barnes ..... RTS
You Can Do It—w-500-man—
Alfred DeCiecio ..... CTN
You Can Fix It—tw-50-75-ilm-orp—
Gene Von ..... WLG-MS
Your Antiques—w-500-mim-ill—
Jack Jamieson ..... TSS
Your Better Home—Build and Improve—
w-mat-prf—John D. Bloodgood ..... KFS
Your Family Decorator—tw-600-mim-
igp—Carleton Varney ..... AD
Your Home—2tw-300-min-ill—
Carolyn S. Murray ..... GFC

23—MAPS

AP Weather Maps by Wirephoto ..... AP
Background Maps—w-var-drp-mim-ilm-igp—
Staff ..... APN
Fotocast—dS—by wire ..... UPN
Maps and Charts—as warranted to illus-
trate news stories—by wire ..... UPN
News Maps—1c-2c-3c-mat-orp—
Staff Artists ..... ESS-NEA
News Visuals, Pictures, Maps &
Charts Page—dexS-ill-ilm-orp .. ESS-NEA
Weather Maps—by wire-glo-ind-con .... UPN
Weather Maps—Long Range Forecast—
m-2c6½"-ill-ilm-orp—Staff
Artists ..... ESS-NEA
Where in the World . . .?—d or S-1c2¼"
mat-mim—John I. Dugan ..... UFS

24—MOTION PICTURES

Arts of Leisure—w-750-mim—
Kathleen Carmody ..... NCW
Barney's Blarney—dS-200-mim—
Barney Glazer ..... TCN
Barney Glazer In Hollywood—
dS-400-mim-Barney Glazer ..... TCN
Beauty Tips from Hollywood—w-500w-orp—
Various ..... BPS
Bits & Pieces—dS-200-mim—
Barney Glazer ..... TCN
Cousin Tommie's Country Criticism—d-500-
2c8"-mat-orp-ill—Tommie Lloyd ..... MOR
Champlin, Charles (Motion Pictures
Column) ..... LTWP
Drama Review—d-sea-man—
John Chapman ..... CTN
Entertainment Features—TV, Stage, Movie
News—w-300-400-ill-ilm-orp—
Joan Crosby & Dick Kleiner .. .. ESS-NEA
Entertainment Whirl—w-var-man—
Buddy Basch ..... BAS
Films, Music, Theatre—w-100 to 350-
mim-David Horowitz ..... WUP
From Hollywood—5tw-700w-mim—
Harold Heffernan ..... NANA
General News, Features—d-var-mim-man-
orp—Staff ..... PWF
Glazed Bits—dS-400-mim—Barney
Glazer ..... TCN
Here's Hollywood—tw-600-mim—
Lorraine Gauguin ..... CDF
*Hollywood—6tw-mim—Dorothy Manners KFS
Hollywood—d-man; S-man-ill— ..... CTN
Hollywood—dexS-400-by wire—
Bob Thomas ..... APN
Hollywood—Movies—TV—
tw-500-600-2c12"-man-orp-ill—
Dick Kleiner ..... ESS-NEA
Hollywood Diary—dS-400-mim—
Barney Glazer ..... TCN
Hollywood Everywhere—dS-750-mim-photo-
print-tape—Shellah Graham ..... BM
Hollywood Hotline—5tw-700w-mim—
Marylin Beck ..... NANA
Hollywood Hues—w-500-mim—
Nancy Anderson ..... CNS
Hollywood Informer Column—w-550-mim—
John Austin ..... HIS
Hollywood in Pictures—w-sph-ill—
various photographers ..... OPS
Hollywood Opinions—w-500-1,000-orp—
various stars ..... OPS
Hollywood Profiles—w-500-1,000-orp-ill—
J. Sherrod ..... OPS
Hollywood Scene—dex-750/800-mim or mat
—John Austin ..... HIS
Hollywood Speaks—w-500-1,000-orp—
J. Black ..... OPS
Interview Features—w-500-700-mim-man-
igp—Sandy Raines ..... RA
Joyce Haber Column—5tw-600-mim—
Joyce Haber ..... LAT
Las Vegas/Reno/Tahoe—w-400-mim—
Barney Glazer ..... TCN
Main Street—d-500-mim-man—
Ted Green ..... PWF
Motion Pictures—w—H. W. Holzer .... EPS
Motion Pictures—packet-w-var-mim .... AFP
Movie Column—S-500-wire—
Vincent Canby ..... NYT
My Success Story—w-500-1,000-orp—
Various ..... BPS
Record/Tape Reviews—w-400-mim—
Barney Glazer ..... TCN
Reviewing The New Movies—w-150-orp—
Phil Kalker ..... AEW
Scan Features—occ-500-700-man-mim-igp—
Rex Roper ..... RA
Showbeat—tw-550-2c12-ill-ilm—
man-orp—Dick Kleiner ..... ESS-NEA
Speaking For Myself—dS-700-mim—
Sheilah Graham ..... NANA
Star Interviews—w-500-1,000-orp—
June Finletter ..... BPS
The Light Beat—w-500-750-mim, igp ... YES
The World of Entertainment—w-1¾c15"pt-
orp—Lillian Hughes ..... EC
Theatre—ind-500—Martin Gottfried ..... FA
The World of Stars—w-750-mim-igp—
William Otterburn-Hall ..... CHR
Women's Wear Daily—d-var-ill ..... FA

25—MUSIC

Barney's Blarney—dS-200-mim—
Barney Glazer ..... TCN
Barney Glazer In Hollywood—dS-400-
mim—Barney Glazer ..... TCN
Bernheimer, Martin (Music) ..... LTWP
Bits & Pieces—dS-200-mim—
Barney Glazer ..... TCN
Books and Arts—w-700-man—
Miles Smith ..... APN
Classical Records—w-300-orp—
Delos Smith ..... UPI
DISCussion—w-2c4"-400-man-ilm—
Joe Kaliff ..... AMF
Entertainment Whirl—w-var-man—
Buddy Basch ..... BAS
Films, Music, Theatre—w-100 to 350-
mim—David Horowitz ..... WUP
Glazed Bits—dS-400-mim—
Barney Glazer ..... TCN
Hollywood Diary (Films/TV)—dS-400-
mim—Barney Glazer ..... TCN
Hume, Paul (Music) ..... LTWP
In Record Time—w-600-proof—
Mary Campbell ..... APN
Jazz Column—w-750—Leonard Feather LTWP
Johnson, Peter W. (Recordings) ..... LTWP
Las Vegas/Reno/Tahoe—w-400-mim—
Barney Glazer ..... TCN
Let's Look at the Records—w-1c8-
mats or orp—Linda Norris ..... CSP
Music Scene—w-750/800-mim—
Julian Osberg ..... HIS
Music Service For Newspapers—w-2,500w-
mim-mat-orp—Irving Kolodin ..... SAT
Music Whirl—w-var-man—Buddy Basch BAS
Music World, The—S-400-wire—
Delos Smith ..... UPI
On The Music Scene—w-750-mim—
Bud Budler ..... QUE
On Music—w-750-mim-igp—
Don De Michael ..... YES
Popular Records—w-300-orp—
William L. Laffler ..... UPI
Record Review—w—Dina Dellale ..... EPS
Records and Tapes—dS-400-mim—
Barney Glazer ..... TCN
Sid Ascher Around The World—w-750-mim—
Sidney Ascher ..... ESS
Sounds of the Seventies—w-600-mim—
Mike Jahn ..... NYS
The Light Beat—w-500-750-mim, igp .. YES
Top 20 Records—w-200-wire—Staff .... UPI
Tune In—w-3c-var-mat-orp ..... SPS
What's New In Records—m-100-orp-
Ben Lasky ..... AEW
World of Music—w-750-mim-orp—
Bob Budler ..... CNS

26—NATURE

Animal Talk—w-500-mim-ill—
Dudley A. Brown ..... ANI
Ask Andy—dexS-750-mim—Andy ..... CHR
Let's Make—S-2c5" & var-orp-mat—
Ben Corey ..... HAR
Mark Trail—d-4c2½"-5c2⅜"; S-pt-
hps-tps-mat—Ed Dodd ..... PHS
Mark Trail's Outdoor Tips—dexS-
1c5½"-mat—Ed Dodd ..... PHS
Martin's International Newsreel—occ-var-
igp—M. W. Martin ..... MAR
Nature—w-375-orp-ill—
Edward S. Thomas ..... DF
Naturebug—S-tps-hps-mat—
John Hazlett & Edward S. Thomas .. DF
Nature Column—w-600-1,000—mim—
Irston Barnes ..... LTWP
Our Only World—w-500-mim—
Roger Caras ..... RTS
Outdoor Living—w400-mim-igp—
F. H. Romley ..... DHJ
Outdoor Report—w-600-orp-ill—
Ed Hutchins ..... DF
Skies Today, The—d-1c2"-mim—
Bailey R. Frank ..... FRA
Teen Scene—dS-1c5" & var-orp—
Ben Corey ..... HAR
Time-Life-Young Readers Editions—w-
hps tps-color-orp ..... SPS
World of Animals—w-spx-orp-ill—
Nan Fullarton ..... BPS

27—PATTERNS

Anne Cabot Needlework—d-100-1c7"-S-200-
1c6"-man-ill-orp—Anne Cabot...ESS-NEA
Austine LaMar Fashion Patterns—w-2c8"-
mat-orp—Austine LaMar ..... GFC
California Couture Patterns—m-250-mim-
ill—California Designers ..... LAT
Craft Patterns—S-2c3¼"-mat-proof-ill;
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Martin ..... CP, KFS
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igp—Patterns ..... SPS
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30—RADIO AND TELEVISION

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The Tube—w-1000—Rex Reed ... FA
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31—RELIGION

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Looking Up At Life—w-man—Harold Blake Walker ..... CTN
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Phillip's Flock—w-4c2″-mat-orp—Doc Goodwin ..... DF
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Feedback—w-500-750-mim ..... YES
Gallup Poll—Public Opinion News Service—3tw-var-man—Dr. George H. Gallup ..... PHS
Retirement—w-400-mim-orp—Frank Corrick ..... CNS
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Washington Capital News Service—6tw.. UPI
What's In Your Name?—d-w-470-mim—Ann Reynolds, Ph.D. ..... RFS

33—SCIENCE

A Child's Mind—w-2000-ind-mim—Muriel Beadle ..... DDS
Ask Andy—dexS-750-mim—Andy ..... CHR
Between The Lines—w-500-mim—Edith Kermit Roosevelt ..... ROO
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Charting The Stars—m-500-ill-orp-mat—Staff ..... ESS-NEA
Fact-O-Rama—w-600-mim—M. W. Martin ..... MAR
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Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Frontiers of Science—5tw-4c2½″-5c3″-mat-orp—Andrea Breciani, Robert Raymond & Stuart Butler, Ph.D. .... LAT
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How It's Made and Functions—w-2c/3c-ill-orp—Staff ..... LUI
How We Produce Basic Materials—w-2c/3c-ill-orp—Staff ..... LUI
How We Test, Measure, Control—w-2c/3c-ill-orp—Staff ..... LUI
Human Side of Science—w-2c/3c-ill-orp—Staff ..... LUI
Insomina—ind-14,000-mim—Gay Luce & Dr. Julius Segal ..... DDS
Lederberg Column—w-750-mim—Dr. Joshuia Lederberg ..... LTWP
Main Street—d-500-mim-man—Ted Green ..... PWF
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Sid Ascher Around The World—w-750-mim—Sidney Ascher ..... ESS-NEA
Space Age—w-500-mim-orp—Frank Macamber ..... CNS
Stars Above—w-200-mim-ill—Sherman Walker ..... LAT
Technifax Illustrated—w-2c/3c-ill-orp—Staff ..... LUI
That's A Good Idea—w-600-ill-orp—Thad Potter ..... ESS-NEA
The News In a Word—d-175-S-275-mim—S. V. Baum & W. J. Laubenstein .. QUI
The Skies Today—d-1c2″-mim—Baily R. Frank ..... FRA
Time-Life Young Readers Edition—w-hps-tps-color-orp ..... SPS
Today's Medicine—tw-600-mim—Faye Marley ..... SCS-NEA
Tools People Use—w-2c/3c-ill-orp—Staff ..... LUI
Warren Kornberg on Science—w-850-mim—Warren Kornberg ..... ESS-NEA
Washington Science Report—w-400-mim—William Hines ..... PHS
Wide World—w-100-mim ..... ESS-NEA
Wonders of Nature—w-3c3¾″-mat—Dr. A. A. Manten ..... BM-DWL
Wonders of the Universe—w-1000-mim-ill—Dr. I. M. Levitt ..... GFC
World Book Science News Service—3tw-var-mim-ill ..... PHS
World Book Science Service—tw-mim-ill ..... WBE

34—SERIALS

Adventure Story (French-English-Spanish)—d/w-3c to 6c-orp—Staff ..... SOP
Bestseller—w-hps-pt-orp or book form—Various Authors ..... BPS
Bible Stores—w-hps-color-orp—W. A. Nicolas ..... SPS
Book Serialization—w-2,500-25,000 .... OPS
Book Serializations—occ-var-mim-ill—Staff ..... MED
Cartoon Books—w-var-orp-book-form—Various Authors ..... BPS
Complete Guide For The Working Mother—ind-12 part series-man-mim—Margaret Albrecht ..... DDS
Famous Short Stories—w-250-2,000-orp—various ..... BPS
Gripping-Enthralling-Dramatic Series—pkge. 6 to 12-1000-mim-ilm—Outstanding Authors. Claire Wilbur, Ed. ..... CF
I Love A Roosevelt—ind-7 part series man-mim—Patricia Peabody Roosevelt .... DDS
***Mystery Novelettes**—w-mim-ilm ..... KFS
Pamphlets Serializations—cont-var.-mim-Staff ..... MED
Public Affairs Committee—cont-var.mim-ill—Staff ..... MED
The Divorcee's Handbook—ind-12-part series-man-mim—Louise Rohner ..... DDS
The Truth About Men—12 part series—900 words each—Cullen Moore ..... CMS
Time-Life Young Readers Editions—w-hps-tps-color-orp ..... SPS

35—SHORT STORIES

Background Stories—dexS-300/800-man-orp-ill-ilm—Tom A. Cullen, Leon Dennen, Gayne Maddox, Bruce Blossat, Ray Cromley, Rosette Hargrove, Robert J. Cochnar, Tom Tiede, Rozen Doughty ..... ESS-NEA
Best Seller—w-hps-pt-orp-bookform-various ..... BPS
Book Serialization—w-2,500-25,000 .... OPS
Famous Short Stories—w-250-2,000-orp—various ..... BPS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
General News, Features—d-var-pt-ps-hpt-mim-man-orp—Staff ..... PWF
Grover Brinkman Features—w-500-1000-mim-man-igp—Grover Brinkman ..... RA
Main Street—d-500-mim-man—Ted Green ..... PWF
Short Story—de-man—Well Known Authors ..... CTN
The Heritage of The American Businessman—tw-2x5-mat—Michael H. McBride .. MCB

36—SPECIAL PAGES

AP Biographical Service—advance obituary service-sm-var-man-ill—Douw H. Fonda..AP
AP News Library Mat Service—6ty-1c3″...AP
Alphamatics Puzzle—dS-2c3″-mim-orp—Bill Corley ..... DF
Antique Wise—w-500-mim-igp—Dorothy Hammond ..... CF
Barney's Blarney—dS-200-mim—Barney Glazer ..... TCN
***Believe It or Not**—d-2c-3c; S-hps-tps-mat ..... KFS
Bits & Pieces—dS-200-mim—Barney Glazer ..... TCN
***Bulletin News Mats**—6tw-mat—Staff .. KFS
Children's Stories—m-color-mat ..... SPS
Christmas Shopping Feature—an-ps-tape-man-ill-ilm-orp—Staff .... ESS-NEA
Clyde Moore Says—dS-125-orp—Clyde Moore ..... DF
Coin-Wise—w-1c2e-350-igp-bib—Leon T. Lindhelm ..... NNS
Color-Pictures and Illustrations—w-ill-ilm-orp ..... ESS-NEA
Color Transparencies—w-sph-ill ..... OPS
Complete Guide For The Working Mother—ind-12 part series-man-min—Margaret Albrecht ..... DDS
Cook's Corner—w-ns-hps-orp-ill—Lillian Hergesell ..... DF
CP Compact Weekly Service—w-orp-mat..KFS
Craft Patterns—w-2c3¾″-mat-ill ....CRA
Feature Picture From Canada—d-w-1c-2c-3c-4c—Staff ..... SOP
Feature Pictures—d-1c-2c-3c-4c-mat-orp ..... ESS-NEA
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Glazed Bits—dS-400-mim—Barney Glazer ..... TCN
Golden Age—3tw-2½x3″-mat—Robert Hoover ..... DF
Hi Fi Equipment—dS-400-mim—Barney Glazer ..... TCN
Holiday Preparedness—sea-250-300-man-orp-ill-ilm—Staff ..... ESS-NEA
Home Workshop Pattern—w-1x4″-orp-ilm—Ruth Wyeth Spears ..... WPS
Humor Page—w-5c15″-orp ..... SM
I Love A Roosevelt—ind-7 part series man-mim—Patricia Peabody Roosevelt DDS
Insurance Adviser—w-300-mim—Sam Sokol ..... DF
Justice Stories—S-ill-ilm—Ruth Reynolds ..... CTN
Magazine Pages—S-ill-ilm—Staff ..... CTN
Matted Picture Service—5tw-by mail .. UPN
Nature—w-375-orp-ill—Edward S. Thomas DF
News-In-Color—w-ill-ilm-opr-3c-4c-5c-1 color photopictures, maps, cartoons, portraits of news personalities .. ESS-NEA
News Package—2w ..... SAF
Newsweek Feature Service—w-7 to 10 articles-750 words each-mim-ill—Staff ..... NFS
Nicholas and Alexandra—7 pt. series-ill-mim—Roberta K. Massie ..... DDS
Page of Features—w-6c-mat ..... SM
Pictorial Review—occ-var-igp-mat .... GRA
***Pic-Tales (Photo Story Layouts)**—w-3 to 6 col—Staff ..... KFS
Pictorial Page (general)—6tw-ps-pt-mat—Staff ..... KFS
Picture News Page—w-news and feature-1c-2c-3c-ps-mat-opr ..... ESS-NEA
Picture Review of the Year—an-p-hps-mat-ill—Staff ..... ESS-NEA
Picture Show—w-ps-mat-orp-igp—Staff . APN
Review of The Year—an-ps-hps-man-mat-orp-ill—Staff ..... ESS-NEA
Science In Focus—w-500-orp-ill—Tom Fennessy ..... DF
Scrap Craft Fun—w-2c7″-ill-mat-orp—Edna Clapper ..... MED
Sparks of Wisdom—dS-75-mim—Cedric Simms ..... WLG
Special Shorts and Fillers—w-ps-orp-mim—Staff ..... APN
Spot News Features, Illustrated—w-mats (5 wkly) ..... KFS
Support America—w-3 col, 4 col, 5 col-orp-mat—Coleman Adv. ..... COL
The Divorcee's Handbook—ind-12 part series-man-mim—Louise Rohner .... DDS
The Fashion Strip—Sw-100-200-1c6-8″-mim-igp—Ethel Burge ..... BUR
The Search For The Girl With Blue Eyes—12 pt. series-mim—Jess Stern DDS
Timely Books—m-var-mim—Staff ..... CTN
U-Bild Enterprises—S-var-man mim-ill—Steve Ellingson ..... DF
Weekly Picture Page—w-news & features-1c-2c-3c-ill-ilm-orp ..... EES-NEA
What's In Your Name?—d-w-470-mim—Ann Reynolds, Ph.D. ..... RFS
What's Your Problem?—d-w-500-mim-orp—Linda Lawrence ..... RFS
Year End Reviews—an-p-hps-man-mat-ill-orp-ilm—Staff ..... ESS-NEA

37—SPORTS—OUTDOORS—BOATING

Arnold Palmer Golf—4tw-200-2c-mat-orp—Arnold Palmer ..... NNS
Ask Me—dwS-100-mim—Louis Berliner .. DF
Baseball's Immortal Madcaps—20 articles-800-ill-ilm—Harry Jones and Fred Reinert ..... AF
Baseball Play-By-Play—wire—d-sea-man . AP
Baseball Series—sea-300-500-man-ill-ilm-orp ..... ESS-NEA
Baseball Statistics—tw-on-extension AP Sports wire—w-on ext. teletypesetter Sportswire ..... AP
Basketball Prophecy—w-14x (basketball season) 2c8″-orp—Mort Olshan .... MOS
Basketball Series—sea-300-500-man-ill-ilm-orp ..... ESS-NEA

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Billy Casper ..... NNS
Boating—w-1c-2c-350-ill-ilm-orp-mim—
Stan Davies ..... NNS
Boating—w-500-orp—Jack Wollston .... UPI
Bowling At Its Best—w-2c4mat-orp—
Dick Weber ..... GFC
Bowling Series—sea-300-500-man-
ill-ilm-orp ..... ESS-NEA
Bowling Tips—d-1c-65-ilm-ill-orp-mim—
Don Carter & Marion Ladewig ..... NNS
Cage Power Ratings—sea-tw-var-min—
Mort Schwartz ..... FF
Comment on Sports—w-1¾c8"-orp—
Pete Fritchle ..... EC
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CP Sports Mats—d-mats ..... CP
Curious Facts—d-w-450-mim—
Donald Whitacre ..... CFF
Curling By—w-sea-100-ill-mat-mim—
Ron Northcott ..... TSS
Dunkel Index of College Basketball—w-
tsp-orp-mat—Dick Dunkel ..... DSR
Dunkel Index of College Football—sw-
9 ps-orp-mat—Dick Dunkel ..... DSP
Dunkel Sports Rating Service—sea-2&3-
mat-mim—Dick Dunkel ..... BM
***Durslag Sports Column**—6tw-mim—
Melvin Durslag ..... KFS
Etc. & P. S.—w-500-man—
Irma Ganzmiller ..... JL
Fan Fare—d-1c6½"-3c—Walt Ditzen .. PHS
Fishin' Facts—w-400-mim-ilm—
Bob Hawthorne ..... TTS
Football Follys—w-8½"x11-pt-qps-orp—
Bill Wright ..... SOU
Football Prophecy & Ratings—w-2c5"-var-
mim—Mort Olshan ..... MOS
Football Series—sea-300-500-ill-ilm-orp
—Ira Berkow ..... ESS-NEA
Fun, Fin and Campfire—3tw-mat—Staff CP
***Fur, Fin and Campfire**—3tw-mat-proofs—
Staff ..... KFS
Gary Player's Golf Class—3tw-4c-5c-mat KFS
Golf Series—sea-250-300-mim-ill-ilm-
man-orp—Frank Beard ..... ESS-NEA
Grid Power Ratings—sea-w-var-mim—
Mort Schwartz ..... FF
Gross On Sports—5tw-900-mim—
Milton Gross ..... NANA
Hockey—sea-2c-mat—Staff ..... TSS
Hockey—sea-w-300-mim—
Bobby Orr ..... TSS
Hoop Ratings—w-14x (basketball season)-
208"-orp—Mort Olshan ..... MOS
In A Ringside Seat—w-tps-man—
Sam Taub ..... NEW
In the Wake of the News—dS-man—
Dave Condon ..... CTN
Inside Auto Racing—3tw-800-mim-igp—
Don O'Reilly ..... AU
Inside Hockey—sea-w-500-mim—Stan
Fischler ..... TSS
Jews in Sports—w-800-mim—
Jess Silver ..... JTA
Kennel & Leash—w-650-mim—
Maxwell Riddle ..... LED
Let's Make—s-2c5"-var-orp-mat—
Ben Corey ..... HAR
Looking Back In Sports—w-2c-mat—
Lenny Hollreiser ..... CTN
Looking On—tw-750-mim-orp—
Jack Murphy ..... CNS
Mark Trail's Outdoor Tips—dexS-
1c5⅛"-mat—Ed Dodd ..... PHS
Jack Nicklaus on Golf—3tw-2c5⅞"-mat—
Jack Nicklaus ..... PHS
Milt Dunnell Sports Column—
5tw-800-mim—Milt Dunnell ..... TSS
Motor Boating—w-500-orp-ill—
Norman Philipps ..... BPS
Motor Racing—w-var-600/800-mim-man—
Staff ..... INF
Murray Sports Column—5tw-350-mim—
Jim Murray ..... LAT
Outdoor Report—w-600-orp-ill—
Ed Hutchins ..... DF
Outdoor Guideposts—w-2c5"-(4"x5")-orp—
Fred Luks ..... LUK
Outdoor Living—w-400-mim-igp—
F. H. Romley ..... DHJ
Outdoorsman—w-var-man—Perk Angwin DIC
Pigskin Prophecy—w-season-14x (Football
season)-2c8"-orp—Mort Olshan ..... MOS
Play Better Golf—3tw-2c-ill-ilm—
Tommy Armour ..... CTN
Portrait of an Athlete—cont-300-orp—
Phil Kalker ..... AEW
Power and Sail—w-600-ilm-mim—
Almon Lockabey ..... GFC
Pro-Files—6tw-mat-proof—Bob Sudyk
& Lou Darvas ..... KFS
Pro Pix—w (season)-14x (Football Season)-
2c5"-orp—Mort Olshan ..... MOS
Pro Power Index—sea-300-mim—
Bob & Dick Dunkel, Jr. ..... BM
Race Results by Teletypesetter Wire—6tw AP
Racing Form Concensus Selections—
d-wired ..... CTN
Richard Speak Out—w-2c14"-mim—
(French & English)—Maurice Richard SOP
Scott Young—w-750-mim—
Scott Young ..... TTS
Ski Savvy—s-w-250-2c9"-mim-orp-ill-ilm—
Stein Eriksen ..... NNS
Skiing With Jean-Claude Killy—s-175-
2c-mim-ilm-orp—Jean-Claude Killy ... NNS
Skiing With Al Raine—3tw-400-orp-mat—
Al Raine ..... TTS
Snowmobiling—sea-w-250-orp-mat—
Stan Davies ..... TSS
Snowmobiling—s-w-400-mim-orp-ill-ilm—
Stan Davies ..... NNS
Soccer Shots—w-250-mim—
Irma Ganzmiller ..... SA
Solunar Tables—w-50-mim—
Mrs. Richard Alden Knight ..... RTS
Sparks of Wisdom—ds-75-mim—
Cedric Simms ..... WLG-MS
Sport—irr-var-mim ..... AFP
Sports Computer—w-500-mim—
Bud Goode ..... RTS
Sporteaser—dexS-1c3"-orp-mat—
Eddie Germano ..... CF
Sport Scene—w-250-man—
Lee James ..... JL
Sport & Recreation—w-250-man—
Lee James ..... JL
Sports Cartoon—w-2c6", 3c6"-ill-ilm-orp—
Murray Olderman ..... ESS-NEA
Sports Cartoons—6tw-2c-3c-mat—
Alan Mayer ..... CP
Sports Cartoons—6tw-2c-mat—
Alan Mayer ..... KFS
Sports Column—dS-500-wire—
Arthur Daley, Robert Lipsyte ..... NYT
**Sports Corner—w-2c4"-mat-ill—
Staff** ..... CSP
Sports Fillers—w-1col-printed—
Staff ..... STF
Sports Illustrations—sw-1c3-ill-ilm-orp—
Murray Olderman ..... ESS-NEA
Sports Newspictures—d-1c-2c-3c-
mat-orp ..... ESS-NEA
Sports Patrol (for morning papers)—
2tw-400-man—Steve Snider ..... UPI
Sports Postpaid—w-250-man—
Irma Ganz Miller ..... JL
Sports Shorts—dexS-25-50-75-man-orp—
Staff ..... ESS-NEA
Sports Sputterings—6tw-mat-orp—
Walter L. Johns ..... KFS
***Sports Sputterings**—6tw-mat ..... CP
Sports Stories—dexS-500-man-ill-ilm-orp—
Murray Olderman, Irs Berkow,
Lee Mueller, Marty Ralbovsky ... ESS-NEA
***Sports Today**—5tw-mim—
Jimmy Cannon ..... KFS
Sportsman's Digest—dexS-1c4"-mat-orp—
Hal Sharp ..... GFC
Strikes & Spares—4tw-100-1c7"-mim-
orp-ill-ilm—Buzz Fazio & Dave Davies NNS
Stirling Moss On Racing—w-800-mim—
Stirling Moss ..... TTS
Tarkenton Says—sea-w-600-man-orp—
Fran Tarkenton ..... ESS-NEA
Tech Toons—w-2c ..... KFS
Teen Scene—dS-1c5"-var-orp—
Ben Corey ..... HAR
Teletypesetter Box Score—wire-d-six-tape AP
Teletypesetter Sports Wire—7tw-national
trunk sports by monitor and tape .... AP
Tenpin Tips—dexS-1c5"-mat-orp—
Frank Clause ..... GFC
The Old Red Head—w-500-mim—
Red Barber ..... CF
This Day in Sports—dexS-1c-mat—
Lenny Hollreiser ..... CTN
This Morning—4tw-600—
Shirley Porich ..... LTWP
Tips From The Tour—S-300-2c-mim-ilm—
Arnold Palmer ..... NNS
Today's Sportest—d-mat ..... KFS
Today's Sportest—d-mat ..... CP
Today's Sports Parade—5tw-400-wire—
Milton Richman ..... UPI
Today's Sportrait—5tw-300-wire—Staff .. UPI
Travel America—cont-ind-var-man-ill—
Staff ..... GRE
U-Bild—w-500-igp—
Steve Ellingson ..... MS
U-Bild It—d-S-var-man-igp—
Steve Ellingson ..... UB
UPI Sports Service—7tw for newspapers
and radio stations ..... UPI
Views of Sport—5tw-800-mim—
W. W. "Red" Smith ..... PHS
Ward to the Wise—5tw-man—
Gene Ward ..... CTN
What's New In Sports?—w-250-orp—
Phil Kalker ..... AEW
Wheeling It—w-3c10"-man-ilm-orp—
Bob Cochnar ..... ESS-NEA
Young Ideas—tw-man—Dick Young ... CTN
You're the Skipper—w-700-ill-mim—
John Bohannan ..... PHS

38—STAMPS, COINS, MEDALS

Adventure Postpaid—w-500-man—
Lee James ..... JL
Coin Collector's Corner—w-mim-mat-ill—
Robert Svensson ..... KFS
Coin Corner—w-500-mim-igp—
J. E. Charlton ..... TTS
Coin Counting—w-500-mim-igp—
Barbara Lyon ..... NUM
Coin Notes—w-300-mim—
Ronald Anders ..... AR
Coin Roundup—w-500-ill-mim—
Maurice M. Gould ..... GFC
Coin-Stamp-Medal World—dexS-500-mim-
man—Frank G. Spadone ..... COI
Coin-Wise—w-1c-2c-350-igp-mim—
Leon T. Lindheim ..... NNS
Coins Count—w-500-mim-orp—
Paul J. Weis ..... CNS
Coinword—w-100-ilm—Robert Pearsall ...GFC
International Adventure (Numismatic)—
w-500-ill-mim—Julius Weiss ..... WEI
International Adventure (Philatelic)—
w-500-ill-mim—Julius Weiss ..... WEI
Keeping Posted—w-500-mim-orp—
Paul J. Weis ..... CNS
Philatelic News—w-500/750-orp-igp—
Gustav Detjen, Jr. ..... DET
Realm of Coins—w-500-mim-igp—
Barbara Lyon ..... NUM
Sid Ascher Around The World—w-750-mim—
Sidney Ascher
Sports Postpaid—w-250-man—
Irma Ganz Miller ..... JL
Stamp Nook—w-600-mim-igp—
Ronald Anders ..... AR
Stamp World—w-500-mim—
Lauren R. Januz ..... JAN
Stories About Stamps—w-2c4"-man—
Doug Patrick ..... RGE
The World of Coins—w-500-mim-igp—
Barbara Lyon ..... NUM
Wonderful World of Stamps—m-750-orp-
igp—Gustav Detjen, Jr. ..... DET

38A—TEENAGE

Advice to Teen-Agers—3tw-man; S-ill-ilm—
Shelia Daly ..... CTN
Ask Beth—3tw-350-mim—
Beth Winship ..... LAT
Career Corner—tw-500-mim—
Joyce Lain ..... MCN
Cartoon Bug—5w-3c1"-ill-mat-orp—
John Gallagher ..... MED
Doris Answers Youth—w-650-mim—
Doris Revere Peters ..... NCW
Famous Teens—w-250-mim-orp—
Bett Anderson ..... CNS
George's Generation Gap—d-500-2c8"-mat-
orp-ill—George Ernst ..... MOR
Leisure Time—S-200-mim-igp—
Mildred Gibson ..... NNS
Lulu Belle—w-var-orp-ill—
B. Foley ..... BPS
Moore About Adam & Eve—tw-200-mim—
Cullen Moore ..... CMS
Over And Under Thirty—eod-350-400-mim—
John L. Sinn ..... NNS
Parents and Children—3tw-250-1c-2c-ill-orp-
ilm-mim—Arnold Arnold .....NNS
Parents' World—5tw-350-400-mim—
Dr. Eve Jones ..... BON
Personal Tips to Teen Agers—
w-500-mim—Dorothy Ricker ..... RTS
**Pop Scene Service—S-500-mim-all—
Staff** ..... BM
Series 12—4tw-750-mim-igp ..... YES
Ski Savvy—S-w-250-2c9"-mim-orp-ill-ilm—
Stein Eriksen ..... NNS
Skiing With Jean-Claude Killy—S-175-2c-
mim-ilm-orp—Jean-Claude Killy ..... NNS
***Sneakers**—3tw-1c2c-mat—
Jeanne and Mary ..... KFS
Snowmobiling—S-w-400-mim-orp-ill-ilm—
Stan Davies ..... NNS
So You Want To Be—w-600-man-orp—
Ernie Hood ..... ESS-NEA
Strictly Personal—w-400-mim-orp-igp—
Pat Davis ..... CNS
Swinging Set—3tw-300-500-mim—
Sylvie Reice ..... PHS
Talk To Teena—w-600-mim—
Gleeda McConahay ..... CDF
Teen Forum—5tw-450-mim—
Jean Adams ..... UFS
Teen Hair Styles—w-1c5¾-mat-glossy SPS
Teen Scene—dS-1c5"-var-orp—
Ben Corey ..... HAR
Teenage Corner—d-400-mim—
Ellie and David Lavin ..... TEE
Teenage Date-Line—d-1000-mim-tape—
Ele & Walt Dulaney ..... BM
Teenage Driving Tips—w-500-orp—
June Sherrod ..... BPS
Teen-age Mail—3tw-750-mim—
Dorothy Ricker ..... RTS
Teenagers Say—w-1000-1,200-mim—
Lester Rand ..... YR
Teenage Tips—w-hps-mim—
Jane Sherrod ..... BPS
Teens On Wheels—w-350-mim—
Michael Lamm ..... APN
The Men In Your Life—12 pt. Series-mim—
Genevieve Dariaux ..... DDS
The Column—tw-450-mim—
Ellen Peck ..... MED
The Young Marriage—12 part series-mim—
Mary Ann Guitar ..... DDS
The Youthful Viewpoint—w-1,000-1,200-
mim—Lester Rand ..... YR
This Generation—4tw-500-900-mim-ill .. CTN
Today's Teens—w-300-mim—Lester Rand YR
Tongue Twisters—w-9x12-mim—Staff ... BPS
Tune In—w-3c-var-mat-glossy ..... SPS
Under Twenty—w-6 parts-var-mim-igp—
Kurt Larson ..... CF
Wheeling It—w-3c10"-man-ilm-orp—
Bob Cochnar ..... ESS-NEA
Women's Wear Daily—d-var-ill ..... FA
World of Youth—w-700-mim—
Buddy Nevins ..... CDF
Youth Page—w-pt-orp-ilm—
Nancy Gilbert ..... APN
Youth and Its Fling—w-400-mim-orp-igp—
Pat Davis ..... CNS
Youth Asked For It—3tw-mim—
Helen Bottel ..... KFS
Youth Beat—w-2c13"-mat-ilm-orp—
Roger Doughty ..... ESS-NEA
Youth Parade—S-200-mim-igp—
Reba & Bonnie Churchill ..... NNS
Youthful Drug Talks—w-600-mim—
Phyllis Barrins, R.N. ..... CDF

39—TRAVEL

A Shoal of Stars—7 pt. series-ill-mim—
Hugh Downs ..... DDS
Adventure Postpaid—w-500-man—
Lee James ..... JL
Around the World With Delaplane Q & A
Weekend—S-500-mim—
Stanton Delaplane ..... CHR
Assignment West—w-600-mim-orp-igp—
Neil Morgan ..... CNS
Destination—w-600-700-mim—
Joseph Adler ..... ADL
Family Travel—w-500-mim—
Betty Lowry ..... CDF
Going Our Way—S-800-1000-mim-igp—
Bob Sloan ..... STR
Going Places—S-1000-mim—
Ron Butler ..... GFC
Inside Detroit—w-800-mim-igp—
Don O'Reilly ..... AU
Let's Go—w-500-man ..... EPS
Little Journeys to Great Homes—w-650-
750-mim—Louise Hubbard ..... HN
Main Street—d-500-mim-man—
Ted Green ..... PWF
Minia-Tours—w-550-650-mim—
Walter W. Hubbard ..... HN
Motor Tips—w-500-mim—
Stirling Moss ..... BPS
Of All Places—w-750-mim-ill—
Horace Sutton ..... PHS
Pool Column—w-550-mim—
Krystal Pool ..... LTWP
Ports of Call—w-1¾c12" pt-orp—
Edward H. & Bente C. Sims ..... EC
Postcard From Delaplane—5tw-500-mim—
Stanton Delaplane ..... CHR
Sid Ascher Around the World—w-750-mim—
Sidney Ascher ..... ESS
Station Break-TV Comic Panel—d-1c3¼"
orp-illy-ilm—Geo Lemint ..... ESS-NEA
The Gullivers—d-1c3"-2c5"-mat—
Mary Gaverke ..... WSS
Teenage Driving Tips—w-500-orp—
Jane Sherrod ..... BPS
Tips For Trips—26xyr-750-1200-mim-igp—
Rosellen Callahan ..... EES
Travel—w-Margaret Williams ..... EPS
Travel—w-500-mim—R. G. King ..... MAG
Travel—w-500-mim—Gerry Hall ..... TSS
Travel at a Glance—sm-300-mim ..... OBR
Travelers' Clearing House—w-750-mim—
Stephanie Bonsavage ..... CF
Travel Column—w-1000—**Jerry Hulse** .. LTWP
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Travel On a Shoestring—w-600-mim—
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Around Town—w-2c4"-mat-orp—
Rube Weiss ..... BLA
At Your Service—d-var-mim— ..... AT
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41—WOMEN'S PAGES

A Child's Mind—ind-2,000w-mim—
Muriel Beadle ..... DDS
A Lovelier You—5tw-85-1c-2c-ilm-tops—
Mary Sue Miller ..... PHS
A Matter of Taste—3tw-350-mim-tape-
ill—William Pahlmann ..... PHS
A Minority of One—w-500-mim—
Dennis Murray ..... WNS
A View From a Hill—w-800-mim—
Dee Hardie ..... HAS
Across My Path—occ-700-mim—
Harriett Carlson ..... HC
Adult Hair Styles—w-1c5"-2c3"-ilm-
igp ..... SPS
Amy Vanderbilt's Etiquette—6tw-500-mim—
Amy Vanderbilt ..... LAT
Ann Landers' Human Relations Column—
dS-750-mim ..... PHS
Anne Cabot Needlework—d-100-1c7"; S-200-
2c6"-man-ill-ilm-orp—Anne Cabot ESS-NEA

Antiques—w-400-igp-mim—Dorothy H. Jenkins ..... DHJ
Antique Wise—w-500-mim-igp—Dorothy Hammond ..... CF
Ask Amy—w-2c10"-mat—Amy Adams .. CPS
Ask Beth—3tw-350-mim—Beth Winship ..... LAT
Ask Jennifer—Sw-450-mim-ilm—Jennifer Anderson ..... MED
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Beauty Art Layouts—w-2c-3c-4c-ill-ilm orp—Staff ..... ESS-NEA
Beauty Briefs—300-450-2c-man-tape-orp ..... ESS-NEA
Beauty Care—w-800-mim ..... AFP
Beauty Tips From Hollywood—w-500-orp—Various ..... BPS
Before You Buy—w-700-mim—Margaret Dana ..... UFS
Betty Beale's Washington Letter—w-750-mim-ill—Betty Beale ..... PHS
Betty Canary's Column—tw-350-2c5"-man-orp—Betty Canary ..... ESS-NEA
Between Us Girls—dxS-1c1"-ilm—Mrs. Aston Wing ..... AF
Bev's Bits & Bites—w-2c12"-orp-mat—Beverly G. Anderson ..... HPP
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Britain's Royal Family—ind-14,000w-mim-igp—Andrew Duncan ..... DDS
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Coffee Break—w-200-300-mim—Adeline Daley ..... CHR
Color transparencies—w-sph-ill ..... OPS
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Dear Nana—w-500-mim-orp—Jackie Stefanich ..... CNS
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Home Workshop Patterns—w-1c4"-orp-ilm—Ruth Weyth Spears ..... WPI
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Bowling At Its Best—Dick Weber .... GFC
Bowling Tips—Don Carter &
Marion Ladewig ..... NNS
Boy and Girl—John Rouson ..... GFC
Boyle's Column—Hal Boyle ..... APN
Brain Twisters—Don Douglas ..... WLG-MS
Bread of Life—
Rev. A. Purnell Bailey ..... GFC
Brenda Star—Dale Messick ..... CTN
Brick Bradford—
Paul Norris ..... KFS-CP-TSS
Bridge—Charles Goren ..... CTN
Bridge Column—
Oswald and Jim Jacoby .....ESS-NEA
Brier Column—Royce Brier ..... CHR
Bright Ideas—Joe Jones ..... APN
Bringing Up Father—Kavanaugh-Camp
Fletcher ..... KFS-RGB
Britain's Royal Family—Andrew Duncan DDS
Broadway—Jack Gaver ..... UPI
Broadway Beat—Hans Holber ..... EPS
Broadway Karikatures—Joe Kaliff .... AMF
Broadway Vignettes—Janet Banzet .... AMF
Broom-Hilda—Russell Myers ..... CTN
Brother Juniper—
Fred McCarthy & Len Reno .... PHS-MIL
Buchwald Column—Art Buchwald ..... LAT
Buescher Cartoons—Alfred J. Buescher .. KFS
Bucher: My Story—Lloyd M. Bucher .. DDS
Business Blueprint—Ed Nassauer ..... ICS
Business Outlook—
J. A. Livingston ..... PHS-MIL-CDN
Business Today—Elmer Roessner ...BM-DWL
Business Today—Dean C. Miller ..... UPI
Buz Sawyer—Roy Crane ..... KFS-TSS

C

Cane Power Ratings—Mort Schwartz .... FF
California Report—Authur Ribbel ..... CNS
California Stagecoach Days—Vern
Hammond ..... OHF
Camera College—Irvine A. Brace ..... BRA
Camera News—Irving Desfor ..... APN
Campus Clatter—
Larry Lewis .....ESS-NEA
Canadian Business Report—John Meyer . TSS
Canadian Viewpoint—Peter Thomson .... TTS
Candle & Mirror—Fred Dodge ..... MM
Candy—Tom Dorr .....CSP-MIL
Capital Ideas—Raymond J. McHugh ... CNS
Capital Spotlight—Sam Lipski ..... JTA
Capitol Stuff—Ted Lewis ..... CTN
Capitol Views—Willard Edwards ..... CTN
Cappy Dick—Cappy Dick .... PHS-MIL-CDN
Captain and the Kids, The—
John Dirks ..... UFS
Cap'n Kadd—Pat Anderson ..... AND
Captain Easy—Jim Lawrence, Bill
Crooks .....ESS-NEA
Captain Kate—Jerry & Hale Skelly .... KFS
Capital Fare—Andrew Tully ..... MCN
Car Crazy—Bilko ..... RPS
Car World—Karl Ludvigsen ..... YES
Career Corner—Joyce Lain ..... MCN
Caricatures—Robinson ..... CTN
Carmichael—Dave Eastman ..... LAT
Carnival (plus Mr. Merryweather)—
Dick Turner .....ESS-NEA
Carolyn's Collections—Carolyn Anderson AM
Carroll Righter—Carroll Righter ..... MCN
Case Book of Dr. Chase—Loriene
Chase, Ph.D. ..... LAT
Cartoon—Noah Bee ..... JTA
Cartoon Bug—John Gallagher ..... MED
Cartoon Humor Service—Art Gates .... GF
Cassini Carousel—
Igor & Oleg Cassini ..... CF
Cats and Their Care—Henrietta
Hitchcock ..... CF
Cecil Smith Column—Cecil Smith ..... LAT
Celebrity Cookbook—Johna Blinn ..... NE
Celluloid Dreams—Joel Reisner ..... SAW
Center Stage—Judy Hugg ..... CNS
Chambers Editorial Cartoons—R. W.
Chambers ..... MIL
Channel Chuckles—Bil Keane ..... RTS
Character Clues—Galen Scott ..... LED
Charting the Stars—James Stokely .ESS-NEA
Checking Up—L. M. Boyd ..... CTN
Cheerful Cherub, The—
Rebecca McCann ..... MIL-WSS
Chef, The—Mariam Burros .....BM-DWL
Chess Master—George Koltanowski ..... GG
Chess Today—
Isaac Kashdan ..... BPS
Child Care—William G. Crook, M.D. .. GFC
Child Health—Dr. Frank Faulkner ..... NE
Children's Letters To God—Stuart
Hample ..... KFS
Ching Chow—Will Henry ..... CTN
Church Chuckles—Charles
Cartwright ..... SM-CAR
Barkham & William G. Rogers ..... SAT
Books—Robert Kirsch ..... LTWP
Books—Geoffrey Wolff ..... LTWP
Church Humor—Leo Canavan ..... CKS
Cicero's Cat—Al Smith .....BM-DWL
City Editor's Tip Service—
John Clift ..... GFC
Cityscope—Wolf Von Eckhardt .....LTWP
Citizen George—George Wolfe ..... SM
Citizen Smith—Dave Gerard ..... RTS
Civil Service Column—Ralph Moseley .. CNS
Classical Records—Delos Smith ..... UPI
Clive—Angus McGill ..... UNP
Clothesline—Maryiou ..... LAT
Clyde Moore Says—Clyde Moore ..... DF
Cobb Editorial Cartoons—Ron Cobb .. SAW
Cocked Eyebrow—Stan Anton ..... YES
Coffee Break—Adeline Daley ..... CHR
Coin Collector's Corner—Robert Svensson KFS
Coin Corner—J. E. Charlton ..... TTS
Coin Counting—Barbara Lyon ..... NUM
Coin Notes—Ronald Anders ..... AR
Coin-Stamp-Medal World—
Frank G. Spadone ..... COI
Coin Roundup—Maurice M. Gould .... GFC
Coin-Wise—Leon T. Lindheim ..... NNS
Coins Count—Paul J. Weis ..... CNS
Coinword—Robert Pearsall ..... GFC
Coloring College—Matt Curzon ..... CTN
Comic Dictionary—Evan Esar ..... RTS
Comment on Illinois Government and
Politics—Arthur A. Henrikson ..... HEN
Comment on Sports—Pete Fritchie .... EC
Community Capers—Al Smith ..... SM
Complete Guide For The Working Mother—
Margaret Albrecht ..... DDS
Conchy—James Childress ..... COR
Confident Living—Dr. Norman
Vincent Peale ..... PHS
Conrad Cartoon—Paul Conrad ..... RTS
Consumer Contact—Arthur E. Rowse .. CNI
Consumer's Question Box—
Margaret Dana ..... UFS
Continental Column—Chris Wise ..... HF
Continental Diary—Noel Anthony NANA-WNS
Contract Bridge—
B. J. Becker ..... CP-KFS-TSS
Cook's Corner—Lillian Hergesell ..... DF
Cooking—Jeanne Lesem ..... UPI
Cooking—Anne Wanstall ..... TSS
Cooking Corner—Susan Delight ..... CNS
Cooking With Rojas-Lombardi—Felipe
Rojas-Lombardi ..... ESS
Cork Cartoons—Cork ..... BPS
Corky Editorial Cartoon—Corky Trinidad LAT
Country Parson—Frank Clarke ..... SM
Country Parson—Frank A. Clarke ..... RTS
Cow Pokes—Ace Reid ..... COW
Craft Patterns—A. Neely Hall ..... CRA
Cracker Barrel—Jack Moffitt ..... AM
Craig-Atures—Eugene Craig ..... DF
Criswell Predicts!—
Jeron King Criswell ..... CRP
Criswell Perdicts—Criswell ..... NEW
Critters The—Gene Patterson ..... AF
Crossroads Report—D. E. Scott ..... SCO
Crossword Puzzle—A. C. Gordon.... WLG-MS
Crossword Puzzle—R. A. Power ....DWL-BM
Crossword Puzzle—Mrs. Van Cleft
Cooper ..... APN
Crossword Puzzle—Bernice Paschen ..... SM
Curious Facts—Donald Whitacre ..... CFF
Curling—Ron Northcott ..... TSS
Current Events in the Classroom—
Marvin Linton ..... TSS
Cuties—E. Simms Campbell .....KFS-RGB

D

Daffynitions!—Paul H. Gilbert ..... GFC
Daily Crossword—Margaret Farrar &
Maynard Nichols ..... GFC
Daily Flashback Calendar—
Dick Peeples ..... AF
Daily Horoscope—Francesco Waldner .. MIL
Daily Investor—Charles J. Elia ..... UFS
Daily Stock Market Chart—Charles E.
Carden ..... STO
Dalton Camp—Dalton Camp ..... TTS
Darkside/Lightside—Dick Gregory .. ALL
David Crane—Greig Flessel ..... PHS
Dateline: College—Herbert B. Livesey .. YES
Dateline: Danger!—
John Saunders & Alden McWilliams .. PHS
Davy Crockett, Frontiersman—
Jim McArdle ..... CF
Davy Jones—Sam Leff ..... UFS
Days and Customs of All Faiths—
Dr. Howard V. Harper ..... GFC
Dear Abby—Abigail Van Buren ..... CTN
Dear Mrs. Mayfield—Molly Mayfield .. UFS
Dear Nana—Jackies Stefanich ..... CNS
Dear Sally—Sally Shaw ..... WLG-MS
Decor Q and A—Barbara Hartung ..... CNS
Deems—Tom Oka ..... SM
Denhoff Food Articles—
Alice Denhoff ..... KFS-TSS
Denis Warner on Asia—Denis Warner .. RTS
Dennis the Menace—Hank Ketcham .... PHS
Designing Woman—
Barbara Taylor Bradford .....NE-CTN
Destination—Joseph Adler ..... ADL
Dick Tracy—Chester Gould ..... CTN
Dinah Mite—Joe E. Buresch ..... JEB

Dining with Dana— Bob Dana ..... NEW
Diplomatic Pooch—
Phil Evans & Jim Asher ..... COO
Diplomatic Pouch—
William R. Frye ..... FRY
DIScussion—Joe Kaliff ..... AMF
Disney Treasury of Classic Tales—
Walt Disney ..... KFS
Distillates of Random Thoughts—
Charles Rehns ..... REH
Dock Lines—Mel Martin ..... MME
Dogs—Tom McNally ..... CTN
Doing The Right Thing—Elizabeth
L. Post ..... NE
Do It Yourself—R. Randolph Karch .. KAR
Do-It-Yourself—Mr. Fix .....ESS-NEA
Do You Know?—T. Jerome Bishop ..... BIS
Do's and Don'ts for Mothers—
Dr. Phyllis Hostler ..... CF
Dolly—Bill Williams ..... PHS
Don MacLean Column—Don McLean .. UFS
Donald Duck—Walt Disney ..... KFS-TSS
Donato—Andy Donato ..... TTS
Dondi—Irwin Hasen ..... CTN
Doris Answers Youth—
Doris Revere Peters ..... NCW
Dorsey Connors (Hi! I'm Dorsey Connors)—
Dorsey Connors ..... PHS
Dottie Decorates—
Dottie and Harry Brown ..... GFC
Dotty—Buford Tune ..... PHS-MIL-CDN
Douglas Fisher—Douglas Fisher ..... TTS
Dowling Editorial Cartoon—
Dan Dowling ..... PHS-MIL-CDN
Drama—Richard L. Coe .....LTWP
Drama Review—John Chapman ..... CTN
Dream Street—Robert Sylvester ..... CTN
Dress Patterns—Anne Adams and
Marian Martin ..... KFS-CP
Dr. Alvarez—Walter C. Alvarez, M.D. . RTS
Dr. Barrow's Problem Clinic—
Dr. B. Barrow ..... BPS
Dr. Kildare—Ken Bald ..... KFS
Dr. Palyi Comments—Melchoir Palyi .. CTN
Dr. Wright's Medical Advice—Dr. A.
Wright ..... BPS
Drift Marlo—Tom
Cooke & Phil Evans ..... COO
Driven to Ink—Eunice Kelly ..... CDF
Dunagin's People—Ralph Dunagin ..... PHS
Drummonds Column—
Roscoe & Geoffrey Drummond ..... LAT
Dunkel Index of College Football—
Dick Dunkel ..... DSR
Dunkel Index of College Basketball—
Dick Dunkel ..... DSR
Dunkel Sports Rating Service—
Dick Dunkel .....BM-DWL
During This Week—Estey I. Reed ..... SS
Durslan Snorts Column—
Melvin Durslag ..... KFS

E

Easi-Bild—Don Brann ..... GFC
Easy Does It—Win Packer ..... TSS
Easy Etiquette—Jeanne Harris ..... RTS
Eat & Grow Younger—Lelord Kordel .. SPE
Eat, Drink and Be Merry—
Robert J. Misch ..... WNS
Eat Up and Slim Down—
Lelord Kordel ..... SPE
Eat Your Troubles Away—Lelord
Kordel ..... SPE
Eb and Flo—Paul Sellers ..... UFS
Economic Impact—Hobart Rowan .... LTWP
Editorial Cartoon—Tom Darcy ..... NE
Editorial Cartoons—
Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoon—Bill Crawford ..ESS-NEA
Editorial Cartoon—Henry ..... SM
Editorial Cartoon—Herc Ficklen ..... AVA
Editorial Cartoons—
Arthur B. Poinier .....BM-DWL
Editorial Cartoon—C. D. Batchelor &
Warren King ..... CTN
Editorial Cartoon—Ed Kudlaty ....ESS-NEA
Editorial Cartoons—Duncan
Macpherson ..... TSS
Editorial Cartoons—Ray Roy ..... SOP
Editorial Cartoons—
Vaughn Shoemaker ..... CTN
Editorial Cartoon—Gib Crockett ..... WSS
Editorial Cartoons—Don Hesse ..... MCN
Editorial Cartoons—Reg. Manning .... MCN
Editorial Cartoons—Eugene Craig &
Doc Goodwin ..... DF
Editorial Cartoons—L. D. Warren ..... NWS
Editorial Cartoons By Gar—Gar Schmidt EDI
Editorials—Edward H. Sims ..... EC
Editorials Anonymous—
Mrs. Cyrene Dear, David R. Dear .... DPR
Editorials—Don Oakley & Don
Graff .....ESS-NEA
Editorial Research Daily Service—
Richard Spong ..... EDR
Editor's Associate—T. Jerome Bishop .. BIS
Eek & Meek—Howie Schneider ....ESS-NEA
Education Service—Dr. Leslie J. Nason APN
Electric Living Guide—Ruth Thompson . DIC
Emmy Lou—Marty Links ..... UFS
Entertainment Abroad—Robert Musel .. UPI
Entertainment Features—Joan
Crosby, Lick Kleiner ..... ESS-NEA
Entertainment Whirl—Buddy Basch .... BAS
Etc. & P.S.—Irma Ganz Miller ..... JL
Esquire's Avenues of Fashion—
O. E. Schoeffler .....BM-DWL
Etiquette, Correct Thing—Elinor Ames .. CTN
Etiquette—Joan Evans ..... TTS
Etta Kett—
Paul Robinson ..... KFS-CP-TSS
Everyday Editorials—Monte F. Bourjaily GLS
Exercise Series for Aching Back—
Maxwell Riddle ..... AF
Eye on the Presidency—
Nick Thimmesch ..... NE
Eye on Your Family—Dr. Alfred A.
Messer ..... PHS

F

Fabric Doctor, The—Fred Dodge ..... MM
Faces In The News—Frank Murphy .... DIS
Fact-O-Rama—M. W. Martin ..... MAR
Family Circus—Bil Keane ..... RTS
Family Finance—Betty Yarmon ..... WNS
Family Finances—Barbara Kober ..... CNS
Family Travel—Betty Lowry ..... CDF
Famous Recipes—
Jane Sherrod .....BPS
Famous Teens—Bett Anderson ..... CNS
Fan Fare—Walt
Ditzen ..... PHS-MIL-CDN
Farris Wheel—Farris ..... BPS
Farriswheel—Joseph Farris ..... CTN
Fashion Features—Dina Dellale ..... EPS
Fashion League—
Florence de Santis .....BM-DWL
Fashion Stories—Jean Wilson ..... APN
Fashion Stories—Rosette Hargrove,
Helen Hennessy ..... ESS-NEA
Fashions—Gay Pauley ..... UPI
Fashions—Women's—Kay Thomas ..... CTN
Fast Gourmet, The—Poppy Cannon .... GFC
Features—Ida Fried ..... EPS
Federal Corner—Roulhac Hamilton ..... DF
Federal Diary—Clopton & Causey ... LTWP
Feel Young Again—Lelord Kordel ..... SPE
Feiffer—Jules Feiffer ..... PHS
Ferd'nand—Mik ..... UFS
Figurits—R. J. Allen .....WLG-MS
Films, Music, Theatre—David
Horowitz ..... WUP
Financial Report—Carl Ritter ..... CNS
First Aid to the Ailing House—
Roger C. Whitman .....BM-DWL
Fischetti Cartoons—
John Fischetti ..... PHS-MIL-CDN
Fishin' Facts—Bob Hawthorne ..... TTS
Fix It Yourself—Hubbard Cobb .. MIL-WSS
Flash Gordon—Dan Barry .....KFS-RGB
Flashback on Canada—Bob Bowman ... TSS
Fletcher, The 4-H'r—Joe E. Buresch .... JEB
Flibbertys, The—Ray Helle ..... CTN
Flintstones, The—Hanna Barbera
Productions ..... MCN
Flop Family—George O. Swanson ..... KFS
Flower Box, The—Phyllis Pautz ..... CTN
Focus on Health—Alton Blakeslee .... APN
Food—D. Peggy Read ..... EPS
Food—Alice Petersen and Ella Elvin ... CTN
Food Articles—Mary Meade ..... CTN
Food & Garden Gossip—
Daniel V. Thompson ..... THO
Food—Menus—Aileen Claire ..... ESS-NEA
Food and Your Health—Frederick J.
Stare, M.D. ..... LAT
Food Stories—Cecily Brownstone ..... APN
Foodmanship—Daniel V. Thompson .... THO
Football Follys—Bill Wright ..... SOU
Football and the Single Girl—
Elinor Kaine ..... PHS
Football Series—Ira Berkow .. .. ESS-NEA
For a Happy Life—Fritchie Saunders .. HC
For Better Health—
S. L. Andelman, M.D., M.P.H. .... GFC
For Men Only—Cooking—Morrison Wood CTN
For Women Only—Dr. Lindsey Curtis .. NNS
For Women Who Work—Alice Skelsey .. MED
Foreign News Commentary—Phil Newsom UPI
Forever Female—Eugene Craig ..... DF
Fortune Teller—A . C. Gordon ....WLG-MS
Foster Fenwick—Mel Hancock ..... WSS
Frank & Ernie—Ed. Meyers ..... LED
Freckles and His Friends (plus Hector)—
Henry Formhals .....ESS-NEA
Fred Basset—Alex Graham ..... PHS
Freddy—Robert Baldwin .....MIL-WSS
Friendly Column—Alfred Friendly ... LTWP
Friday Foster—Lawrence and Longaron . CTN
From Hollywood—Harold Heffernan .. NANA
From New York—Creighton Peet ..... PT
From Nine to Five—
Joe Fischer .....PHS-CDN
From The Left—Michael Harrington ... WSS
From Where I Sit—Samuel Feinberg .... FA
Frontiers of Science—Andrea Bresciani,
Robert Raymond, Stuart
Butler, Ph.D. ..... LAT
Fun With Figures—Jim Hunter ..... TTS
Funland—Arthur Nugent .....BM-DWL
Funny Business—Roger Bollen ....ESS-NEA
Funsters—John Broadhecker ..... AF

G

Gag Bag—Walter Wolters ..... CTN
Gallup Poll—
Dr. George H. Gallup .... PHS-MIL-CDN
Garden Column—Tom Stevenson ..... LTWP
Garden Gossip—Daniel V. Thompson ... THO
Garden Question Box—Tom Stevenson LTWP
Gardengraphs—Dean Halliday ..... KFS
Gardening—Irwin & Martha Jones ..... DF
Gardening Column—Fred Dale ..... TSS
Gardening For Fun—Cindy Smith ..... CHE
Gardens—Dorothy Jenkins ..... DHJ
Gary Lautens Column—Gary Lautens ... TSS
Gary Player's Golf Class—Gary Player .. KFS
Gasoline Alley—Frank King, Dick Moores,
(daily), Bill Perry (Sunday) .... CTN
George's Generation Gap—George Ernst . MOR
Gil Thorp—Jack Berrill ..... CTN
Ginger—Getterman ..... UFS
Girls, The—Franklin Folger .. PHS-MIL-CDN
Giveaway Guide—Allen Glasser ..... GLA
Glad You Asked That!—Hy Gardner .. PHS
Glazed Bits—Barney Glazer ..... TCN
Global Report—Ruthven E. Libby ..... CNS
Global View, The—Leon Dennen ...ESS-NEA
Global TV—Sandy Raines ..... RA
Going Places—Ron Butler ..... GFC
Going Our Way—Bob Sloane .....STR
Golden Age—Robert Hoover ..... DF
Golden Years—
Thomas Collins ..... GFC-MIL
Golden Years—John Riley ..... ECS
Golf Series—Frank Beard .....ESS-NEA
Good Manners For Children—Marjabelle
Young .....BM-DWL
Good Old Days, & Antique Fair—
Erwin L. Hess ..... UFS
Gordo—Gus Arriola ..... UFS
Gourmet On A Budget—Sandal &
Pritch English ..... ENG
Gov. Contract Adm.—Porter Williamson MSC
Government Quiz—Prof. Carl Kalvelage
& Peter Anderson ..... CDF
Graffiti—Bill Leary ..... MCN
Grandpa's Boy—Brad Anderson ..... SM
Grant Editorial Cartoon—Lou Grant ... LAT
Grass Roots Clippings—
Kerwin Hoover ..... HTF
Grid Power Rating—Mort Schwartz ..... FF
Grin & Bear It—
George Lichty ..... PHS-MIL-CDN
Gripping-Enthralling-Dramatic Series—
Claire Wilbur ..... CF
Gross on Sports—Milton Gross .....NANA
Grover Brinkman Features—
Grover Brinkman ..... RA
Grubby—Warren Sattler ..... SM
Guess Who—William Feld ..... STU
Gully Foyle—Stanley Pitt,
Reginald Pitt ..... LED

H

Half Hitch—Hank Ketchum ..... KFS
Half-Past Teen—Joe Mahoney—CSP-CSF-MIL
Half Tone Fashions—Alice Alden ..... TSS
Hall Column—Grover C. Hall ..... PHS
Handle With Care—Evelyn Zee ..... ASC
Handy Family, The—
Lloyd Brimingham ..... GFC-CSF-MIL
Hapless Harry—George Gately ..... CTN
Happier Living—Phillis Mitchell ..... MIT
Have Fun!—Lee Bryant & Rube Weiss .. BLA
Have You Met?—Y. L. Tiaeliff ..... NP
Hawk, The—Red Maxwell ..... PF
Hayakawa Column—S. I. Hayakawa ... RTS
Haynie Editorial Cartoon—
Hugh Haynie ..... LAT
Hazel—Ted Key ..... KFS
Heads or Tails—John Charles ..... ECS
Health—Dr. Theodore R. Van Dellen ... CTN
Health and Beauty—
Lillian Hughes ..... EC
Health Capsules—
Michael A. Petti, M.D. ..... UFS
Heart of Juliet Jones, The—
Stan Drake ..... KFS-TSS
Health Today—Dr. O. A. Battista .... BPS
Hector The Director—Rama Bragglotti LED
Helen Help Us—
Helen Bottel ..... KFS-RGB
Helen Homemaker—
Gean & Lloyd Birmingham ..... CF
Hello Hostess—Mary Kay Marsh ..... ENT
Hemisphere Report—William R. Giandoni CNS
Henry—John Liney & Don Trochte .KFS-TSS
Henry J. Taylor Column—
Henry J. Taylor ..... UFS
Herblock Editorial Cartoons—
Herbert L. Block ..... PHS
Here's An Idea—Jerry Langell ..... AF
Here's Hollywood—
Lorraine Gauguin ..... CDF
Here's How—Charles A. Taylor ..... CNS
Here's Mom—Isabel ..... CTN
Hey, Swingy—Jan Green ..... GFC
Hi and Lois—Mort Walker and
Dik Browne ..... KFS-RGB
Hi-Fi Equipment—Barney Glazer ..... TCN
Highway Safety Quiz—Charles E.
Hendrick, Jr. ..... HIG
"Him"—Alex Sheftell .....BM-DWL
Hints From Heloise—
Heloise Cruse ..... KFS-RGB
Hippy—George Gately ..... CTN
Hockey—Bobby Orr ..... TSS
Holland Panel—Buz Holland ..... AND
Hollywood—Herbert G. Luft ..... JTA
Hollywood Beauty—Lydia Lane ..... LAT
Hollywood (for afternoon papers)—
Vernon Scott ..... UPI
Hollywood (for morning papers)—
Vernon Scott ..... UPI
Hollywood—Bob Thomas ..... APN
Hollywood—Dorothy Manners ..... KFS
Hollywood Diary (Films/TV)—Barney
Glazer ..... TCN
Hollywood Everywhere—
Sheilah Graham ..... BM-DWL
Hollywood Hotline—Marilyn Beck ....NANA
Hollywood Hues—Nancy Anderson ..... CNS
Hollywood Scene—John Austin ..... HIS
Hollywood Speaks—J. Black ..... OPS
Hollywood—Movies-TV—
Dick Kleiner .....ESS-NEA
Hollywood Profiles—Lee Witten ..... OPS
Hollywood Today—
Norma Lee Browning ..... CTN
Home—Ida Fried ..... EPS
Home—Ann Jermyn & George Adams .. DHJ
Home and School—Dorothy Rich .... LTWP
Home Decorating Tips—Arthur S. Green GRE
Home Line—Dorothy Ritz ..... LAT
Home Maintenance—Roy Spence ..... TTS
Home Workshop Patterns—Ruth Weyth
Spears ..... WPI
Homeowners Money Savers—
Douglas Tuomey ..... GFC
Homes—Dorothea M. Brooks ..... UPI
Homes Decorating—
Janice Jordon ..... DF
Hoop Ratings—Mort Olshan ..... MOS
Horoscope—Contsella ..... CTN
Horse Vues—Mercedes Siciliano ..... SAS
House Doctor—Herman Baum ..... RTS
House of the Week—
Andy Lang ..... APN
Household Scrapbook—Roberta Lee ..WLG-MS
Household Stories—Vivian Brown ..... APN
Housing News—Hugh L. Morris ..... MNS
How Can I???—Anne Ashley .....WLG-MS
How Do You Look?—Edith Head ..... NE
How Does It Work—Bruce Bailey ..... CF
How Does It Work—A. F. van Hall .DWL-BM
How To Get Money For College—
Dr. Benjamin Fine .....BM-DWL
How To Get More For Your Money—
Jim Cobb ..... ECS
How to Keep Your Child Well—
Dr. Theodore R. Van Dellen .... . CTN
How to Make It in A Man's World—
Letty Cottin Pogebin ..... DDS
How To Reduce Your Income—Terry
Davis ..... ECS
**How Women Can Make Money in the
Stock Market**—Colleen Moore ..... DDS
Hubert—Dick Wingert ..... KFS-TSS
Hutch At Random—G. E. Hutchison .. AND
Hystoria—Tom Shephard &
Bob Cohn ..... AD

I

I Beg to Differ—
Frank Lowe ..... CWF
I Love A Roosevelt—Patricia Peabody
Roosevelt ..... DDS
Idea Chaser—
Jerry Langell ..... AF
Income Tax Series—Ray De Crane ..ESS-NEA
Individual Horoscope—
Frances Drake ..... KFS-RGB
Indoor Artist—Donald Stacy ..... RTS
Indoor Gardening—Katherine B.
Walker ..... PHS-MIL-CDN
In A Ringside Seat—Sam Taub ..... NEW
In America—Charles Mitchelmore ..... FA
In Record Time—Mary Campbell ..... APN
In The News—George Grunewald ..... CF
In the Wake of the News—
Dave Condon ..... CTN
In Washington—
Ralph deToledano ..... KFS
Inside Astrology—Madeleine Monnet &
Joseph Goodavage .....BM-DWL
Inside Auto Racing—Don O'Reilly ..... AU
Inside Detroit—Don O'Reilly ..... AU
Inside Fashion—
Eugenia Shepnard ..... PHS-MIL
Inside Labor—Victor Riesel .....PHS
Inside Hockey—Stan Fischler ..... TSS
Inside Report—Rowland Evans &
Robert D. Novak ..... PHS-MIL
Inside the Economy—Joseph R. Slevin .. NE
Inside Washington—Henry Catheart .... KFS
Inside Washington—Robert S. Allen and
John Goldsmith ..... PHS
Insomnia—Gay
Luce & Julius Segal ..... . DDS
Inspector Markham—Mr. E. Leegstra DWL-BM
Instant Hostess—Kay Marsh ..... ENT
Insurance Adviser—Saul Sokol ..... DF
Insurance For Consumers—Dave Goodwin DGA
Interior Decorating—Vivian Brown ..... APN
Interior Decorating—Genevieve
Meyer .....BM-DWL
Interior Decorating—Barbara Hartung .. CNS
Interior Decoration—Jane Abrams ..... CTN
International Adventure (Numismatic)—
Julius Weiss ..... WEI
International Adventure (Philatelic)
Julius Weiss ..... WEI
International Bible Lesson Column—
Dr. Clarence W. Cranford ..... NCR
Interpretive Report—
Richard Wilson ..... RTS
Interview Features—Sandy Raines ..... RA

TITLES OF BY-LINED FEATURES

Investment Clubs—Ken Mant ..... TTS
Investors' Forum—Harry C. France ..... GFC
Investors' Guide—
Sam Shulsky ..... KFS
Iris Lane Dress Pattern—Iris Lane .... GFC
Israel Newsletter—Eliahu Salpeter ..... JTA
Isn't It The Truth—Charles Rehns ..... REH
Isn't It The Truth—Carl Riblet Jr. .... LAT
It Happened Last Night—
Earl Wilson ..... PHS
It Pays To Know—Hubb Cobb ..... MCN
It's A Cockeyed World—Joe Kaliff ... AMF
It's a Funny World—John Crosby ..... NE
It's My Opinion—Irene Corbally Kuhn . CF
It's News To Me—
Herb Caen ..... CHR
It's Tough, But You Can Make It—
Vernon E. Brown ..... CNS
It's Your Money—Wendell Coltin ..... GFC
It's Your Landscape—
George Creed ..... PHS-MIL-CDN

J

Jack Knife & T. Spoon—Sarge O'Neill SOU
Jack McArthur Reports—Jack McArthur . TSS
Jack Nicklaus on Golf—Jack Nicklaus .. PHS
Jackson Twins, The—Dick Brooks ..... MCN
Janeway's Columns—Eliot Janeway ..... CTN
Jasper—James Simpkins ..... CWF
Jazz Column—Leonard Feather ..... LTWP
Jeff Cobb—Peter Hoffman ..... GFC
Jeremy Flint's Bridge Class—Jeremy
Flint ..... NNS
Jes' Smith—Johnny Pierotti ..... CF
Jest A Minute—George Daugherty ..... CTN
Jest A Minute—
Richard Blummer ..... ASC
Jews in Sports—Jess Silver ..... JTA
Jim Bishop Reporter—Jim Bishop KFS-TSS
J. J.—Roy Dewar ..... RTS
Joe Palooka—Ham Fisher & Tony
Di Preta ..... MCN
John Bradshaw—John Bradshaw ..... TTS
John Keasler—John Keasler ..... MCN
John Nichol—Sen. John Nichol ..... TTS
Johnny Hazard—
Frank Robbins .....KFS-RGB
Johnny Wonder—Dick Rogers .....ESS-NEA
Jolly Jingles—Graham Hunter ..... TIN
Josh Billings—Rube Weiss ..... BLA
Joyce Haber Column—Joyce Haber ... LAT
Joys & Jolts of Retirement—
Theodor Schuchat ..... NANA
Judge Parker—Dr. N. P. Dallis and
Harold Le Doux ..... PHS-MIL-CDN
Jumble—That Scrambled Word Game—
Henri Arnold & Bob Lee ..... CTN
Junior Editors—Coulton Waugh ..... APN
Junior Jumble—Bob Lee & Henri Arnold CTN
Just Something Pretty—Cindy Smith ... CRE
Justice Said—M. R. Williams ..... LAT
Justus-Long Cartoons—Roy Justus,
Scott Long ..... RTS
Justus Stories—Ruth Reynolds ..... CTN

K

Karikature Karnival—Joe Kaliff ..... AMF
Karpin on Bridge—
Fred Karpin ..... NE
Katzenjammer Kids—
Joe Musical .....KFS-RGB
Keeping Posted—Paul J. Weis ..... CNS
Kennel & Leash—Maxwell Riddle ..... LED
Kerry Drake—Alfred Andriola PHS-MIL-CDN
Keypeek—Here Ficklen ..... LED
KFS Crossword Puzzle—
Eugene Sheffer ..... KFS-RGB
Kingsbury Smith—Kingsbury Smith ..... KFS
Kitchen Cynic—Ben Sharfman ..... AMF
Kitman on Television—Marvin Kitman .. NE
Kitty Higgins—Fred Johnson ..... CTN
Kiwi—Ken Montone & Brian Kirby ..... CTN
Know Your Antiques—
Ralph and Terry Kovel ..... RTS
Know Yourself—Jean Rosenbaum, M.D. CDF

L

L. A. Heartbeat—Tony Cimarusti ..... CNS
Ladies Day—John Rouson ..... GFC
Ladies First—Trixie Belmont ..... WNS
Laff of the Week—Bob Barnes .CSF-CSP-MIL
Lancelot—Coker & Penn .....ESS-NEA
Landscaping—Henry Aul ..... CDN
Larry's World—Larry ..... BPS
Las Vegas/Reno/Tahoe—Barney Glazer . TCN
Latest From Paris—Monique ..... CTN
Latest Fashions—A. Fairfax ..... BPS
Latin America Column—Barry Bishop .. CTN
Laughing Matter—Salo ..... CTN
Laugh It Off—Syd Hoff ..... KFS
Laugh Time—Bob Schroeter ..... KFS
Lawrence Dispatch—David
Lawrence ..... PHS-MIL-CDN
Lederberg Column—Dr. Joshua
Lederberg ..... LTWP
Lee Mueller's Column—Lee Mueller ESS-NEA
Legal Aid—
Martin J. Ross ..... LAW
Leisure Time—Mildred Gibson ..... NNS
Legal Way—Edward J. Demson ..... CNS
Lenten Series—Rev. David Poling ..ESS-NEA
Lerner Column—Max Lerner ..... LAT
Lesson in English—W. L. Gordon .. WLG-MS
Let's Ask the Cook—Nan Wiley ..... RTS
Let's Be Beautiful—Arlene Dahl ..... CTN
Let's Explore Your Mind—Drs.
Sylvanus and Evelyn Duvall ..... NNS
Let's Live Longer—
Lelord Kordel ..... SPE
Let's Look At The Records—Linda
Norris .....CSP-MIL
Let's Make—Ben Corey ..... HAR
Let's Stay Well—
Dr. Eugene Scheimann .....BM-DWL
Let's Take Pictures—Irvine Brace ..... MIL
Let's Talk—Rev. Lee Truman ..... CNS
Let's Talk About Your Car—Ray Hite... ECS
Letter Writing Clinic—Patricia Lavin .. BUR
Letter Writing Clinic Column—Patricia
Lavin ..... LAV
Life Begins At Forty—
Robert Peterson ..... MCN
Life in The Suburbs—Al Smith ..... SM
Life With The Rimples—Les Carroll .ESS-NEA
Life's Like That—Fred Neher .....BM-DWL
Light on Life's Path—Roy Carley ..... CF
Li'l Abner—Al Capp ..... CTN
Li'l Ones—Jim Whiting ..... GFC
Lippy The Yippy—Sarge O'Neill & Bill
Wright ..... SOU
Listen Americans—Dr. George
S. Benson ..... NEP
Lisons—Potvin & Kaufmanis .. .. CF
Little Brother Hugo—Bill Perry ..... CTN
Little Eve—Jolita ..... GFC
Little Farmer—Kern Pederson ..... SM
Little Iodine—Bob Dunn &
Hy Eisman ..... KFS-RGB
Little Journeys to Great Homes
—Louise Hubbard ..... HN
Little Joe—Robert Leffingwell ..... CTN
Little King—Otto Soglow .....KFS-TSS
Little Lulu—Marge ..... CTN
Little Old New York—Broadway—
Ed Sullivan ..... CTN
Little Pedro—William de la
Torre ..... LAT
Little People's Puzzle—Leo White ..... UFS
Little Sport—John Henry Rouson ..... GFC
Little Woman, The—Don Tobin .. KFS-RGB
Live 'n Laff—Rube Weiss ..... BLA
Live Within Your Income—Anne Taylor APN
Lively Laughs—Allen Glasser ..... GLA
Living—Glenn Bernhardt ..... SM
Living Faith—Harold Blake Walker .... CTN
Living Scriptures—Jack Hamm ..... SM
Lockhorns, The—William P. Hoest .... KFS
Loeb on Wall Street—Gerald M.
Loeb ..... NANA-WNS
Lois Holmes Kniting Patterns—
Lois Holmes ..... LAT
Lolly—Pete Hansen ..... CTN
Lone Ranger—Paul Newman and
Charles Flanders ..... KFS
Lonely Heart—Here Ficklen ..... AVA
Look and Learn—A. C. Gordon .... WLG-MS
Look Smart!—Harry Juster ..... RTS
Looking Ahead—Dr. George S. Benson .. NEP
Looking Around—Sid Hathaway ..... SM
Looking Back In Sports—Lenny
Hollreiser ..... CTN
Looking On—Jack Murphy ..... CNS
Looking Up At Life—Harold
Blake Walker ..... CTN
Lou Edman Describes—Lou Edman .... EDM
Louie—Harry Hanan ..... CTN-MIL
Louisa's Letter—Mrs. Hugo S. Sims .. EC
Love Is—Kim Grove ..... LAT
Love and Laughter—Maria Molnar ..... BPS
Love on Life—Philip H.
Love .....NANA-WNS-BM-DWL
Love, Love, Love—Chuck & Gwen Bowen UNP
Low Down From the
Congressional Record ..... CRU
Lucky Week—R. Stirling ..... BPS
Lulu Belle—B. Foley ..... BPS
Lyons Den, The—Leonard Lyons ..... PHS

M

MacDivot—Mel Keefer and J. Lansky .. CTN
Magic Carpet Over Broadway—
Joe Kaliff ..... AMF
Magic Spell—Harold Kaufman ..... KFS
Main Street—Ted Green ..... PWF
Make People Like You—Lelord Kordel .. SPE
Make Up Your Mind—Arthur Henley .. CTN
Man Looks At Woman—Tom Nielsen .. NIE
Man and His World—David Hendin ESS-NEA
Man to Man—William Thomas ..... GFC
Man's World—Everett Mattlin ..... CTN
Mandrake The Magician—Lee Falk and
Fred Fredericks ...KFS-RGB (d)-TSS (S)
Manion Forum—Marilyn Manion ..... AM
Mankiewicz and Braden Report—
Frank Mankiewicz & Tom Braden ... LAT
March of Science—Alton Blakeslee .... APN
Marianne Means' Washington—
Marianne Means ..... KFS
Mark My Words—Jim Fiebig ..... GFC
Mark Trail—Ed Dodd ..... PHS
Mark Trail's Outdoor Tips—Ed Dodd .. PHS
Marmaduke—Brad Aderson ..... NNS
Martha Madison Needlework—Martha
Madison ..... GFC
Martin's International Newsreel—
M. W. Martin ..... MAR
Mary Haworth's Mail—Mary
Haworth ..... KFS-TSS
Mary Merryfield Column—Mary
Merryfield ..... CTN
Mary McGrory—Mary McGrory ..... WSS
Mary Worth—Allen Saunders and
Ken Ernst ..... PHS-MIL-CWF-CDN
Mata Hari—J. D. McFarland ..... MCF
Matters of Substance (Fillers)—T.
Jerome Bishop ..... BIS
Mauldin Editorial Cartoons—Bill
Mauldin ..... PHS-MIL-CDN
Maybe The Week Will Get Better—
Elmer Muffwinkle ..... CTN
Me, Jane—Jane Trahey ..... CTN
Medical Memos—H. L. Herschen-
sohn, M.D. ..... LAT
Medicalia—M. W. Martin ..... MAR
Medicare—Reamer Keller ..... AD
Mel Martin Reports—Mel Martin ..... MME
Meltzer on Real Estate—Bernard Meltzer PHS
Memo To Caesar—D. K. Woodman .... HPS
Memory Quiz—Donald Saltz ..... MEM
Men's Wear—Walter Logan ..... UPI
Men's Wear—The Score in Clothes—
M. H. Barnum ..... CTN
Menus—Cecily Brownstone ..... APN
Menus—Alice Peterson and Ella
Elvin ..... CTN
Menus—Mary Meads ..... CTN
Merry Mixup—Barbara Jones ..... AF
Mickey Finn—Lank Leonard ..... MCN
Mickey Mouse—Walt Disney .....KFS-TSS
Middle Class Animals—Hugh Laidman .. MCN
Milt Dunnell Sports Column—
Milt Dunnell ..... TSS
Military Analysis—
Brig. Gen. S. L. A. Marshall ..... LTWP
Military Report—Col. R. D. Heinl,
Jr. .....NANA
Mind Your Money—Peter Weaver ..... LAT
Mind Stretcher—J. Murgatroyd .... BPS
Mini-Parade of The U.N.—Jeanette
Ver Meulen ..... CDF
Mini-Puzzle—Clarice Anders ..... AR
Minia Tours—Walter W. Hubbard ..... HN
Minit Doodle—Louis Magila ..... AF
Minute Message—Fred Dodge ..... MM
Miracle Gardening—J. Finletter ..... BPS
Mirror of Your Mind—John Conwell .. KFS
Mirrors of Washington—
Isabelle Shelton ..... NANA-WNS
Miss Peach—Mell ..... MIL
Miss Peach—Mell Lazarus .....PHS-CDN
Moco—Morgensen and Cornelius ..... LAT
Model Beauty—Eileen Ford ..... CTN
Modern Almanac, The—Herb Daniels .. CTN
Modern Etiquette—Roberta Lee ....WLG-MS
Modern Homes—A. Fairfax ..... BPS
Mohr About Fashion—Bert Mohr..... MOH
Mom's Lunch Break—Rose Irene Hammer STH
Money Clips—Mort Reid .....ESS-NEA
Monthly Mention—Eff Thomas ..... MM
Moonchildren—Ed Urbank ..... SAW
Moon Messages For You—
Cullen Moore ..... CMS
Moon Mullins—Fred Johnson ..... CTN
Moore About Adam & Eve—Cullen
Moore ..... CMS
Moose—Bob Weber ..... KFS
Morning Report—Abe Mellinkoff ..... CHR
More For Your Money—
Lawrence Galton ..... MIL-WSS
Morrie Ryskind Column—Morris Ryskind WSS
Morrison Golf Articles—
Alex J. Morrison ..... TSS
Mostly About Dogs—Tom McNalley .... CTN
Mostly About People—Walt Schmidt.... OHF
Mostly Male—"Doc" Goodwin ..... DF
Mother Hubbard's Cupboard—
Louise Hubbard ..... HN
Motion Picture Column—Charles
Champlin ..... LTWP
Motion Pictures—H. W. Holzer ..... EPS
Motorcar Museum—Jack Bard ..... RUS
Motor Boating—Norman Philipps ..... BPS
Motor Tips—Stirling Moss ..... BPS
Motorways—Jeff Cushing ..... CNS
Mountain Boys, The—Paul Webb ..... CF
Mr. Abernathy—Ralston Jones and
Frank Ridgeway ..... KFS-TSS
Mr. Sandman—Frank Vydra ..... NNS
Mr. Tweedy—Ned Riddle ..... GFC
Mrs. Bee, The Working Wife—
Howard Bougher ..... AF
Mrs. Fitz—Frank Roberge .....KFS-TSS
Muggs & Skeeter—Wally Bishop ..KFS-CP
Murray Sports Column—Jim Murray .... LAT
Music—Paul Hume ..... LTWP
Music Column—Martin Bernheimer ... LTWP
Music Scene—John Austin ..... HIS
Music Service for Newspapers—Irving
Kolodin ..... SAT
Music Whirl—Buddy Basch ..... BAS
Music World—Delos Smith ..... UPI
Mutt & Jeff—Al Smith .....BM-DWL
Mutual Funds—Charles J. Ella..... UFS
Mutual Funds—Russell Van Denburgh .. CNS
My Answer—Billy Graham ..... CTN
My New York—Mel
Heimer ..... KFS-CP

N

Nancy—Ernie Bushmiller ..... UFS
National Security Affairs—Ira C. Eaker,
Lt. Gen. Ret. ..... GFC
National Whirligig
Ernest Cuneo .....BM-DWL
Nature—Edward S. Thomas ..... DF
Nature Column—Irston Barnes .....LTWP
Nature Stories—Thorton W.
Burgess ..... MIL-CDN
Nature-Toons—Raynor & Ficklen .... AVA
Naturebug—John Hazlett-Edward
S. Thomas ..... DF
Needlecraft Pattern Features—Alice
Brooks and Laura Wheeler ..... KFS
Needlework Kit—Dorchen Collins ..... APN
Neighbors—George Clark ..... CTN
New!—Gene Fawcette ..... CWF
New Products—Opan Crandall ..... CNS
New Products—Ida Fried ..... EPS
New Ideas Products—Irma Ganz Miller . JL
New You, A—Emily Wilkens ..... KFS
New York Theatre Letter—John
Chapman ..... CTN
News Dispatches—Topics of Current
Interest—Ray Cromley, Dick Kleiner;
Leon Dennen, Gaynor Maddox, Bruce
Biossat, Tom A. Cullen, Rosette Har-
grove, Robert J. Cochnar, Tom Tiede,
Roger Doughty, Boyd Lewis, Joan
Crosby .....ESS-NEA
News Focus—
Charles Bartlett ..... PHS-MIL-CDN
News Report From Washington—
Edward H. Sims ..... EC
News & Washington Notes—Lillian
Hughes ..... EC
Nicholas and Alexandra—Robert K.
Massie ..... DDS
Norton Mockridge Column—
Norton Mockridge ..... UFS
Notes On The News—Charles D.
Pearson ..... PEA-CF
Nothing But The Truth—Arnold ..... SM
Now!—Gene Loyd ..... RTS
Now See Here!—Bert Bacharach ..... KFS
Nubbin—James Burnett and
Geo. Crenshaw ..... KFS-TSS
Nuts & Jolts—Bill Holman ..... CTN

O

Odd Bodkins—Dan O'Neill ..... CHR
Odd Ditties—Sterling Sherwin ..... GBR
Of All Places—Horace Suton ..... PHS
Of Smith and Men—Jack Smith ..... LTWP
Off The Beaten Track—Bernard Gelman GEL
Off the Record—Ed Reed ..... RTS
Office Hours—Cy Olson ..... KFS-TSS
Old Home Town—Lee
Stanley ..... TSS
Olga Knows—Patsy Milligan ..... QUE
Oliphant Editorial Cartoon—
Pat Oliphant ..... LAT
On Being Black—Sandra Haggerty .... LAT
On Hollywood—Harold
Heffernan .....BM-DWL-NANA
On Campus—Phil Frank ..... AF
On Music—Don De Michael ..... YES
On Stage—Leonard Starr ..... CTN
On The Line—Bob Considine ..... KFS
On The Music Scene—Bob Budler .... QUE
On The Right—
William F. Buckley, Jr. .... KFS-MIL-WSS
On The Screen—Herbert G. Luft ..... JTA
On The Town—Charles McHarry ..... CTN
On The Wire—John J. Westley ..... DIS
On This Day—Estey I. Reed ..... SS
Once Over Lightly—Ann Rudy ..... CNS
Once Over Lightly—Gene Clayton ..... CDF
One Mother's View—Mary Carson ..... NCW
Only In America—Harry
Golden .....BM-DWL
Only Human—Sidney Fields ..... CTN
Only The Newspaper—Chuck Stiles ..... SM
Ottawa Perspective—
Anthony Westell ..... TSS
Otto Sez—Frank Nickens ..... HPS
Our Boarding House—
Branagan & McCormick .....ESS-NEA
Our Ecological Crisis—Arthur Godfrey .. CF
Our Man Hoppe—Arthur Hoppe ..... CHR
Our Man in the Kitchen—
Hyman Goldberg ..... RTS
Our Man in Moscow—Edmund Stevens . CHR
Our New Age—Athelstan Spilhaus
& Gene Faucette ..... PHS
Our Only World—Roger Caras ..... RTS
Our Parish—Peg O'Connell ..... NCW
Our Religions—Dr. Carlyle Adams ..... RTS

Outdoor Guideposts—Fred Luks ..... LUK
Outdoor Living—F. H. Romley ..... DHJ
Outdoor Report—Ed. Hutchins ..... DF
Out of Orbit—Herc Ficklen ..... AVA
Out Our Way—Negley Cochran, Paul Gringle ..... ESS-NEA
Out Rider—Garry Wills ..... UNP
Over Broadway & Hollywood With Phil Kalker ..... AEW
Over And Under Thirty—John L. Sinn .. NNS

P

Panel Parcel—Today's Laugh—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Joe Zeis, Betty Swords, Frank Owen .. CTN
Panorama—David Schwartz ..... JTA
Parade of Books—Ralph Hollenbeck ... KFS
Parents and Children—Arnold Arnold .. NNS
Parents Ask—From The Gesell Institute of Child Development— Louise Bates Ames, Ph.D. ..... PHS
Parent-Child—Dorothy Rose ..... CTN
Parent Problems—Dr. Garry C. Myers ..... KFS-CP-TSS
Parents' World—Dr. Eve Jones ..... BON
Paris Fashions—Yvette de la Fontaine . WNS
Paris Fashion Stories—Rosette Hargrove ..... ESS-NEA
Parting Shots—Bill Vaughan .BM-DWL-NANA
Pass It On—L. M. Boyd ..... MCN
Past Sixty—Meg Hale ..... HAL
Pat Buttram Sez— Pat Buttram ..... EDW
Patches of Brier—Warren J. Brier, Ph.D. CDF
Patents—Stacy Jones ..... NYT
Pat's Pointers Needlework— Pat Trexler ..... PHS
Patterns—Iris Lane ..... CSP-MIL
Patterson's People—Gene Patterson .... AF
Patrick Scott Entertainment—Patrick Scott ..... TSS
Paul Harvey News—Paul Harvey ..... GFC
Peanuts—Charles M. Schulz ..... UFS
Pee-Wee—Jerry Iger ..... PF
Peeps At The Past—George McElroy ... TTS
Pennsylvania Avenue—Mike O'Connor .. CNS
Penny—Harry Haenigsen .....MIL-CDN
People and Problems—Martin J. Ross .. LAW
Perishers, The—Dennis Collins & Maurice Dodd ..... PHS
Perkins—John Miles ..... RTS
Personal Finance—Carlton Smith, Richard Putman Pratt .....ESS-NEA
Personal Health Service—Dr. William Brady ..... NNS
Personal Tips to Teen-Agers— Dorothy Ricker ..... RTS
Personalities Sketches— Nickolay Sabolotny ..... TSS
Pet Notes—Dr. Lanier ..... MCN
Phantom, The—Lee Falk and Seymour Barry ..... KFS-RGB
Philatelic News—Gustav Detjen, Jr. ... DET
Philip Wagner Column—Philip Wagner . WAG
Phillip's Flock—Doc. Goodwin ..... DF
Phillis Diller's Marriage Manual— Phillis Diller ..... DDS
Phillips Survey—Kevin P. Phillips .... KFS
Photography Tips—Arthur S. Green .... GRE
Pigskin Prophecy—Mort Olshan ..... MOS
Pilote Tempete—Henk Sprenger .. .DWL-BM
Pinup Photos—Arthur S. Green ..... GRE
PIXies—Jack Wohl ..... UFS
Plain Jane—Frank Baginski ..... MCN
Play Better Golf—Tommy Armour .... CTN
Play Like A Pro— Paul Trevillion ..... NNS
Play With Us—J. P. Bisson ..... SOP
Pogo—Walt Kelly ..... PHS
Point Of View—Donald Freeman ..... CNS
Point of View— Norma Gleason ..... GLE
Points for Parents—Mary Brown ..... RTS
Points on Pets—Eloise Keeler ..... CNS
Pointers and Patterns— Polly Cramer ..... ESS-NEA
Politics—Bill Wricht ..... SOU
Political Parade—David S. Broder .... LTWP
Politics & People—Thomas O'Neill .... FJM
Polly's Pointers—Polly Cramer .... ESS-NEA
Pony Tail—Lee Holley ..... KFS-RGB
Pool Column—Krystal Pool ..... LTWP
Popeye—Bud Sagendorf ..... KFS
Pons—George Wolfe ..... SM
Popular Records—William D. Laffler .. UPI
Portrait of a Athlete— Phil Kalker ..... AEW
Ports Of Call—Edward H. & Bente C. Sims ..... EC
Postcard From Delaplane—Stanton Delaplane ..... CHR
Potomac Fever—Harry Turner ..... RTS
Power and Sail—Almon Lockabey ..... GFC
Practical Meta Physics, The Right Road To Business—Charles Rehns ..... REH
Premier—Sunday Cross Word Puzzle- Eugene Sheffer ..... KFS-TSS
Prince Valiant—Hal Foster ..... KFS-TSS
Priscilla's Pop—Al Vermeer .....ESS-NEA
Prizeweek Crossword—D. P. Whiting, D. M. Fleming .....DWL-BM
Pro-Files—Bob Sudyk, Lou Darvas .... KFS
Professor Phumble—Bill Yates .. KFS-RGB
Professor Pi—V. T. Born .....DWL-BM
Pro Index—Bob & Dick Dunkle, Jr..BM-DWL
Pro Pix—Mort Olshan ..... MOS
Psychiatry & You—Dr. Claud Ducolon . TTS
Public Affairs— Gen. Thomas A. Lane ..... CF
Pungent Prayer—Phil E. Pierce ..... PIE
Punography—Carlton Winford ..... WIN
Puzzle Face—Len Rush ..... MOR

Q

Queenie—Phil Interlandi ..... KFS
Quest for Youth—E. T. Cooper ..... BNH
Quiz Box—Samuel Fox ..... JTA
Quickie Quiz—Irma Kaufman ..... CDF
Quickies—Ken Reynolds ..... REY
Quincy—Ted Shearer ..... KFS
Quiz Hall—Senator Wilton E. Hall ... HPS
Quizoons and Quotoons—Bonnie Woolsey WOO
Quote Acrostic—Charles Preston ..... LAT
"Quote" & Unquote, humorous, capsule book reviews—Edwin T. Grandy ..... GBR

R

Radio-TV: An Objective Report— T. Jerome Bishop ..... BIS
Radio-Television Week—Cynthia Lowry .. AP
Rafferty Column—Dr. Max Rafferty .... LAT
Rainespout—Sandy Raines ..... RA
Raising A Human Being—Dr. Lee Salk RTS
Rare-Book Hunter—Van Allen Bradley . GFC
Ray Carr Talks Cars—Daniel O'Connell CAF
Ray Wilson on Broadway—Ray Wilson NEW
Read and Remember—W. L. Gordon ..... WLG-MS
Reading For Knowledge—Barney Glazer . TCN
Reader's Courtroom—Henry B. Rothblatt ..... GFC
Real Estate—Norman Kempster ..... UPI
Realm of Coins—Barbara Lyon ..... NUM
Record Review—Dina Dellale ..... EPS
Record/Tape Reviews—Barney Glazer .. TCN
Recordings—Peter W. Johnson ..... LTWP
Redeye—Gordon Bess ..... KFS
Reflections—Eric Hoffer ..... LED
Reflections—Joyce Hagelthorn ..... QUE
Religion—Claire Cox ..... CNS
Religion Today—George Cornell ..... APN
Religion Today—Rev. Lester Kinsolving CHR
Religion—(for afternoon papers) Louis Cassels ..... UPI
Religious (Church) Series—J. C. Coleman ..... COL
Report from Europe—Arthur Vesey .... CTN
Report From Washington— Walter Trohan ..... CTN
Reston Column—James Reston ..... NYT
Retirement—Frank Corrick ..... CNS
Reviewing The New Movies— Phil Kalker ..... AEW
Rex Morgan, M.D.—Dr. N. P. Dallis, Marvin Bradley and Frank Edington ..... PHS-MIL-CDN
Rhymed Replies—Allen Glasser ..... GLA
Richard Speak Out—Maurice Richard .. SOP
Rick O'Shay—Stan Lynde ..... CTN
Rights'n Wrongs—Riv Tobin ..... CNS
Rip Kirby—John Prentice and Fred Dickenson ..... KFS-RGB
Rip Tide—Herron and Grandetti ..... CF
Rivets—George Sixta ..... PHS-MIL-CDN
Robin Malone—Bob Tubbers ..... NEA
Rod Chance—Stanley H. Brams, Howard Whims ..... CF
Rosettes—Elinor K. Rose ..... ROS
Round Up of World News— David Horowitz ..... WUP
Rowan Column—Carl T. Rowan .. PHS-MIL
Roy Wilkins Column—Roy Wilkins .... RTS
Rural Delivery—Al Smith ..... SM
Rusk Column—Dr. Howard Rusk ..... NYT
Ryatts, The—Jack Elrod ..... PHS

S

Sally Bananas—Charles Barsotti .... NE
Salute—Jerry T. Bauich ..... APN
Sam Says—Sam Siciliano ..... SAS
Sanders Editorial Cartoons— William Sanders ..... PHS
Sandy—Jim & June Unwin ..... HPS
Savoir-Femme—Barbara Somerville .... MCN
Say It Straight!—Victor Lasky NANA-WNS
Scamp—Walt Disney ..... KFS
Scan Features—Rex Roper ..... RA
Science—Mary Jane Bergen ..... EPS
Science and You— Dr. Leonard Rieffel ..... WBE-PHS
Science Cartoons—John Lane .....ESS-NEA
Science Column—Walter Sullivan ..... NYT
Science For You—Bob Brown ..... GFC
Science In Focus—Tom Fennessy ..... DF
Science Newsfeatures—Alton Blakeslee, John Barbour and Frank Carey ..... APN
Scott Young—Scott Young ..... TTS
Scramble Steps—Charles J. Basche, Jr. BAS
Scrambler, The—Clarice Cinders ..... AR
Scramlets—Clay Pollan ..... MCN
Scrap Craft Fun—Edna Clapper ..... MED
Search—Diane Kennedy Pike ..... DDS
Secret Agent Corrigan— Al Williamson & Archie Goodwin .... KFS
Security For You—Martin E. Segal .. APN
Selected Short Shorts—Alex & Jane Benchly ..... RA
Self-Help to Charm—Harriet Carlson .. HC
Sen. Barry Goldwater Column— Sen. Barry Goldwater ..... LAT
Senior Forum—Paul Hightower ..... GFC
Senior View, The—Sam Siciliano ..... SAS
Seventeen—Lansky ..... CTN
Sew Biz—Julia C. McCombs ..... MCC
Sew Simple—Eunice Farmer ..... RTS
Sew What's New—Sandra Kelly ....BM-DWL
Sewing People In The News— Julia C. McCombs ..... MCC
Shangi Lil—Sarge O'Neill ..... SOU
Shaping the Earth—Dr. A. A. Manten ..... DWL-BM
She—See Eleanor Lambert's She ..... PHS
Sheinwold On Bridge—Alfred Sheinwold ..... GFC
Short Ribs—Frank O'Neil .....ESS-NEA
Short Stories—Art Gates ..... GF
Showboat—Dick Kleiner .....ESS-NEA
Show Biz—Color Cartoon— Flash Fairfield .....ESS-NEA
Shows To Watch (TV)—Cecil Smith .. LAT
Sid Ascher Around The World— Sid Ascher ..... ESS-NEA
Side Glances—Gil Fox .....ESS-NEA
Sign-O-Rama—M. W. Martin ..... MAR
Silky N' Vixen—Russ DeMarks ..... RUS
Silly Dillies—Bob Lagers ..... LED
60 Second Sermons—Fred Dodge ..... MM
Sketches—Ben Burroughs ..... GFC
Ski Savvy—Stein Eriksen ..... NNS
Skiing With Al Raine—Al Raine ..... TTS
Skiing With Jean Claude Killy— Jean Claude Killy ..... NNS
Skillet Club—Frank Kohler ..... GFC
Small Fry Diary—N. E. Coan ..... COA
Small Society, The—Morrie Brickman .. KFS
Small World—Lou Grant ..... AD
Smart Chart—Herb Stansbury ..... LAT
Smidgens—Robert Cordray ..... NNS
Smilin' Jack—Zack Mosely ..... CTN
Smiling Out Loud—Sarge O'Neill ..... SOU
Smitty—Walter Berndt ..... CTN
Smokey Stover—Bill Holman ..... CTN
Sneakers—Jeanne and Mary ..... KFS
Sniffy—George Fett .....BM-DWL
Snojoe—George Donison ..... CWF
Snowmobiling—Stan Davies ..... TSS
Snowmobiling—Stan Davies ..... NNS
So That's Why—Gwen Morgan ..... CTN
So You Want To Be—Ernie Hood.. ESS-NEA
Soccer Shots—Milt Miler ..... SA
Society in Florida—Bernard O'Brien .. OBR
Soft-Sell Sam—Marvin Myers ..... RTS
Soliloquy—Ric Hugo ..... PHS
Solunar Tables—Mrs. Richard Alden Knight ..... RTS
Solve-A-Crime—A. A. Gordon ..... WLG-MS
Sonny South—Court Alderson ..... SM
Sorel's News Service—Edward Sorel .. KFS
Sounds of the Seventies—Mike Jahn .. NYS
Space Age—Frank Macomber ..... CNS
Space Quiz—William Weiser ..... CE
Snarks of Wisdom—Cedric Simms .. WLG-MS
Speaking Frankly—Marv McGrath ..... UFS
Speaking of Your Health— Dr. Lester Coleman .....RGB-CP-KFS
Speaking for Myself—Sheilah Graham NANA
Speaking Out—Steven Levine ..... RTS
Speed Douglas—Russ De Marks ..... RUS
Speed's Safety Slants—Russ De Marks .. RUS
Spooky—Bill Holman ..... CTN
Sporteaser—Eddie Germano ..... CF
Sport & Recreation—Lee James ..... JL
Sport Scene—Lee James ..... JL
Sportsman's Digest—Hal Sharp ..... GFC
Sports Cartoon—Murray Olderman ..ESS-NEA
Sports Cartoons—Alan Mayer ... KFS-CP
Sports Column—Arthur Daley, Robert Lipsyte ..... NYT
Sports Computer—Bud Goode ..... RTS
Sports Illustrations—Murray Olderman .....ESS-NEA
Sports Patrol (for morning papers)— Steve Snider ..... UPI
Sports Postpaid—Irma Ganz Miller .... JL
Sports Sputterings— Walter L. Johns ..... KFS
Sports Stories—Murray Olderman, Ira Berkow, Marty Ralbovsky .....ESS-NEA
Sports Today—Jimmy Cannon ..... KFS
Spotlight On Education—Arthur S. Green GRE
Stamp & Coin News From America— Julius Weiss ..... WEI
Stamp Nook—Ronald Anders ..... AR
Stamp World—Lauren R. Jamz ..... JAN
Stapley On Cars—Ray Stapley ..... TTS
Star Gazer—Clay Pollan ..... MCN
Star Interviews—June Finletter ..... BPS
Star Stanzas—Allen Glasser ..... GLA
Stars—Perry Snell ..... CNS
Stars Above—Sherman Walker ..... LAT
Stars & Fashion—Cullen Moore ..... CMS
Stars and Lovers (Questions & Answers)— Cullen Moore ..... CMS
State of Affairs—Clayton Fritchey ..... NE
Station Break—TV Comic Panel— Geo. Lemont .....ESS-NEA
Stay Alive Longer—Lelord Kordel ..... SPE
Steve Canyon—Milton Caniff ..... KFS-PHS-MIL-CDN
Steve Roper—Wm. Overgard and Allen Saunders ..... PHS-MIL-CDN
Still At Large—Robert York ..... AF
Still Life—Jerry Robinson ..... CTN
Stirling Moss On Racing— Stirling Moss ..... TTS
Stitchin' Time— Joanne Schreiber, Judy Love ....ESS-NEA
Stock Exchanges—Philip Greer .....LTWP
Stock Market Graphic Features—Charles E. Carden ..... STO
Stop Killing Yourself— Dr. Peter Steincrohn ..... MCN
Stories About Stamps—Doug Patrick .. RGB
Stories Behind Words— William S. Penfield ..... PE
Straight Talk—Tom Anderson ..... AM
Strange World of Mr. Mum, The— Irving Phillips ..... PHS
Strength For The Day—Dr. Earl L. Douglass ..... CF
Strictly Business— Dale McFeatters ..... PHS-MIL-CDN
Strictly Personal— Sydney J. Harris ..... PHS-MIL-CDN
Strictly Personal—Pat Davis ..... CNS
Strikes & Spares—Buzz Fazio/Dave Davis ..... NNS
Stoker The Broker—Henry Boltinoff ... WSS
Success On The Job—E. A. Butler .... CTN
Successful Investing— Roger E. Spear ..... GFC
Sue Burnett Dress Pattern— Sue Burnett .....ESS-NEA
Sugar and Spice—Elinor K. Rose ..... AF
Sulzberger Column—C. L. Sulzberger .. NYT
Sum and Substance—Rev. John B. Sheerin, C.S.P. ..... NCW
Sunday Crossword Puzzle—Maynard Nichols
Sunday School Lesson—Dr. Earl L. Douglass ..... CF
Sunday Stock Market Chart—Charles E. Carden ..... STO
Super Handyman—Al Carrell ..... KFS
Swinging Set—Sylvie Reice ..... PHS
Syndrome & 70—Flora Rheta Schreiber & Stuart Long .....BM-DWL

T

Tabor Panel—Frank Tabor ..... AND
Take It Or Leave It—Ernest Cuneo ..NANA
Talk To Teena—Gleeda McConaway .... CDF
Tales from the Great Book— John Lehti ..... PHS-MIL-CDN
Tarkenton Says—Fran Tarkenton ...ESS-NEA
Tarzan—Edgar Rice Burroughs ..... UFS
Tasty Tales—Charles Rehns ..... REH
Techtoons—Palof and Bixby ..... CP
Teen Age Mail—Dorothy Ricker ..... RTS
Teen Forum—Jean Adams ..... CTN
Teen Forum—Jean Adams ..... UFS
Teen Scene—Ben Corey ..... HAR
Teenage Corner—Ellie & David Lavin.... TEE
Teenage Date-Line— Ele & Walt Dulaney .....BM-DWL
Teenage Driving Tips—Jane Sherrod ... BPS
Teen-Age Mail—Dorothy Ricker ..... RTS
Teenagers Say—Lester Rand ..... YR
Teenie Weenies—William Donahey ..... CTN
Teens on Wheels—Michael Lamm ..... APN
Television Columns—Jack Gould ..... NYT
Television Scene—John Austin ..... HIS
Television in Review (for afternoon papers)—Rick DuBrow ..... UPI
Television Scene—Barney Glazer ..... TCN
Tell Me Dorothy—Dorthy Crispo ..... DOR
Tell Me, Nurse—Phyllis C. Barrins, R.N CDF
Tell Me Why—Arkady Leokum ....MIL-WSS
Tell It Like It Is—Ralph Dunagin ... PHS
Tenpin Tips—Frank Clause ..... GFC
Terry & The Pirates—George Wunder .. CTN
Terse-Verse—A. C. Gordon ..... WLG-MS
Test Your Driving I.Q.— Charles E. Hendrick, Jr. ..... HIG
Test your Horse Sense— Dr. George W. Crane ..... CTN
Test Your English—Carroll H. Jones .. RTS
Test Yourself—Jane Sherrod Singer ... BPS
That's A Good Idea—Thad Porter ..ESS-NEA
That's The Law—Jack Strauss ....BM-DWL
The Aces On Bridge—Ira G. Corn, Jr. . UFS
The Alumnae—Mary Gauerke ..... RTS
The Aristocrats—Bob Kane ..... LED
The Barnyard Gate—Sarge O'Neill .. SOU
The Beauty Spot—Christiy ..... SS
The Bible Says—T. Jerome Bishop ..... BIS
The Boomers—William Feld ..... STU
The Born Loser—Art Sansom .....ESS-NEA
The Bosleys—John Stees ..... UFS
The Circle—Aaron Kerns ..... UNP
The Column—Ellen Peck ..... MED
The Constitution—Porter Williamson .. MSC
The Divorcee's Handbook—Louise Rohmer DDS
The Doctor Says—Medical Column— Wayne G. Brandstadt, M.D. ....ESS-NEA
The Dropouts—Howard Post ..... UFS
The Fashion Strip—Ethel Burge ..... BUR
The Fearless Spectator—Charles McCabe CHR
"The 52 Club"—Rooney W. Davis ..... QAS
The Green Thumb—George Abraham ... ABR
The Good Earth Crusade And What You Can Do About It—Joe Wing ..... APN
The Gullivers—Mary Gauerke ..... WSS
The Heritage of The American Business— Michael H. McBride ..... MCB
The Human Side of Investing— G. L. Ludeke ..... BEL
The Jeane Dixon Horoscope and Predictions—Jean Dixon ..... NE
The Law Brief—Martin J. Ross ..... LAW
The Light Touch—Jeanne Westerdale .. GLE
The Lighter Side—Dick West ..... UPI
The Literary Scene—Allan Pryce-Jones ..... NE
The Lumpits—Mal Hancock ..... WSS
The Men In Your Life—Genevieve Darlaux ..... DDS
The Money Tree—Milton Moskowitz ... CHR
The Needle—Harold Coffin ..... APN

TITLES OF BY-LINED FEATURES

The Negro in History—Raymond W. Lowry AD
The News in a Word—S. V. Baum & W. J. Laubenstein ..... QUI
The Old Redhead—Red Barber ..... CF
The Pen is Mightier Than The Couch—Patricia Lavin ..... BUR
The Power of Faith—Woodi Ishmael ..... APN
The Proverb Crows—J. D. McFarland .. MCF
The Recess Set—Walt Buchanan & Mary-Ann Hill ..... HPS
The Record Book—William Feld ..... STU
The Red World—Mark Gayn ..... TSS
The Shape of the News—Edward P. Morgan ..... CNS
The Shrewd Nude—John Milton Hagen GBR
The Reluctant Taxpayer—William L. Raby ..... LAT
The Search For The Girl With Blue Eyes—Jess Stern ..... DDS
The Shepherd—Julien C. Hyer ..... CF
The Skies Today—Bailey R. Frank .... FRA
"The Small Society—Morrie Brickman .....KFS-WSS
The Smith Family—George Smith ..... WSS
The Space Family Robinson—William Feld ..... STU
The Street—Sidney Rutberg ..... FA
The Stock Market—Phillip Greer ..... LTWP
The Tiny Times—B. T. Schorer, Jr. .... TIN
The Tube—Rex Reed ..... FA
The U.N. Today—William R. Frye .... FRY
The Violent Violet—John Milton Hagen GBR
The View From Point Blank—John K. Young ..... CDF
The Well Child—Wayne G. Brandstadt M.D. .....ESS-NEA
The Woman Traveler—Frances Koltun ..... PHS-MIL
The Word's The Thing—Ray Bartells ..... OHF
The World & Basil Woon—Basil Woon ..... FED
The World of Entertainment—Lillian Hughes ..... EC
The World of Stars—William Otterburn-Hall ..... CHR
The Worry Clinic—Dr. George W. Crane ..... MCN
The Yardstick—Msgr. George C. Higgins NCW
The Young Marriage—Mary Anne Guitar ..... DDS
Theatre—Martin Gottfried ..... FA
Theatre—Walter Kerr ..... NYT
Theatre By George—George Fenmore .. CDF
Then—Now—Roy L. Fox ..... CTN
There Oughta Be A Law—Harry Shorten ..... UFS
There's Good News Today—Frank Macomber ..... CNS
These Days—John Chamberlin ..... KFS
They Had a Dream—George Reasons & Sam Patrick ..... LAT
They'll Do It Everytime—Bob Dunn and Al Scaduto ..... KFS-RGB
This Day in Sports—Lenny Hollreiser .CTN
This is Sport?—Court Alderson ..... SM
This Generation—James T. & William M. Moran ..... CTN
This Morning—Shirley Povich ..... LTWP
This Week in Astrology—Carl Payne Tobey & Robert L. Tubbesing .....ESS-NEA
This World of Ours—Richard F. Pattee ..... NCW
Those Were The Days—Art Beeman ..... SM
Three Minutes A Day—Richard Armstrong ..... MCN
Thrifty Nifty—Helen Robertson ..... GFC
Ticker Topics—Ed Nassauer ..... ICS
Ticky Tacky Township—Doug Wright . TTS
Ties That Bind—Rev. James T. McHugh ..... NCW
Tiffany Jones—Pat Tourret & Jenny Butterworth ..... PHS
Tiger—Bud Blake ..... KFS
Tim Tyler's Luck—Lyman Young, Robert Young, Tom Massey ..... KFS-RGB
Time Out—Jeff Keats ..... PHS-MIL-CDN
Tips—Ken Reynolds ..... REY
Tips For Trips—Rosellen Callahan ..... EES
Tips From The Tour—Arnold Palmer... NNS
Tizzy—Kate Osann .....ESS-NEA
To Be Equal—Whitney M. Young, Jr... NAT
To The Point—Russell Kirk ..... GFC
To Your Good Health—Dr. George Thosteson ..... PHS-CWF-MIL-CDN
Today By Flora Lewis—Flora Lewis ... NE
Today's Business Mirror—John Cunniff .. AP
Today's Chuckle—Thomas Collins ..... GFC
Today's Economy—Dr. Pat Shontz .... UNP
Today's Children—Grace Langdon and Irving W. Stout ..... KFS-TSS
Today's Index—Dick Peeples ..... AF
Today Is:—Ray Cruse ..... DTB
Today's Parent—Barbara W. Wyden ... NYS
Today's Sports Parade—Milton Richman UPI
Today's Teens—Lester Rand ..... YR
Today's Wine—Basil Woon ..... FED
Tomorrow's Bridge—William Seamon .. RTS
Total Women—Jean Adams ..... UFS
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Travel—Margaret Williams ..... EPS
Travel—Gerry Hall ..... TSS
Travel at a Glance—Robbie Patrick ... OBR
Travel Column—Richard Joseph ..... CTN
Travel Column—Jerry Hulse ..... LTWP
Travel on a Shoestring—Ansil B. Chapin CDF
Travel Time—Guy Ryan ..... CNS
Travel Time—Ned Walters ..... ICS
Travel Topics—Murray Brown ..... UPI
Travel U.S.A.—Arthur S. Green ..... GRE
Traveler's Clearing House—Stephanie Bonsavage ..... CF
Treasures In Your Attic—Bill Wright .. SOU
Treas-O-Gram—Robert B. Pearsall ..... GFC
Treasury of Classic Tales—Walt Disney KFS
Trends and Issues—Robert Jo Markle .. MCB
Trials and Tribulations (Legal)—Florence K. Palmer ..... AD
Trip Tips—Marie Mattson ..... MAT
Trixie the Trader—Dick Ericson ..... SM
Trudy—Jerry Marcus ..... KFS-RGB
True Life Adventures—Walt Disney ..... KFS-TSS
Truth for Today: Let's Ask The Bible—A. G. Van Campen ..... GLS
Try and Stop Me—Bennett Cerf ... KFS-CP
Tumbleweeds—Tom K. Ryan ..... RTS
Turning Point—Max Christensen ..... CS
T.V. Cameo—Mel Heimer ..... CP
TV Closeups—Marilyn Beck .....BM-DWL
TV Commentary—Mrs. Hugo S. Sims ..... EC
TV From A Woman's Viewpoint—Marcia Michels ..... AMF
TV Interviews—Mini Mead ..... BM-DWL
TV Key Features, Mailbag, Previews—Steven H. Scheuer ..... KFS
TV Laffs—Cliff Rogerson .....BM-DWL
TV Notebook—Joan Crosby .....ESS-NEA
TV Personalities—Roger Doughty, Joyce Gabriel .....ESS-NEA
TV Preview—Frances Knox ..... DIC
TV Profile—Vernon Scott ..... UPI
TV-Radio (for morning papers)—Jack Gaver ..... UPI
TV & Radio—Laurence Laurent ..... LTWP
TV-Radio Reviews—Clay Cowrans ..... CTN
TV Starscramble—Leo White .....BM-DWL
TV Starscramble—Leo White ..... CF
TV Tee-Hees—Henry Scarpelli ..... GFC

U

U-Bild-It—Steve Ellingson ..... UB-MS
U-Bild Enterprises—Steve Ellingson ..... DF
Udall on the Environment—Stewart L. Udall ..... NE
Uluschak Cartoons—Edward Uluschak .. MIL
Uncle Charlie—Peter Laing ..... MIL-WSS
Uncle Ray's Column—Ramon Coffman ..... PHS-MIL-CDN
Uncle Remus—Walt Disney ..... KFS
Under Twenty—Kurt Lassen, Ed. ..... CF
Unknown in History, The—Thourot Pichel ..... CN
Up Anchor—Kreigh Collins .....ESS-NEA
U.S. Wide Quiz—Dan Williams ..... CF

V

Van Horne Column—Harriet Van Horne LAT
Varmint—Robert Knorr ..... RWK
Vaughan at Large—Bill Vaughn ... BM-DWL
Versus—Jack Wohl ..... KFS
Video Vignettes—Marcia Michels ..... AMF
View—Ruth Thompson ..... DIC
Viewpoint—Jesse Helms ..... AM
Views of Sport—W. W. "Red" Smith..... PHS-MIL-CDN
Village Square—Chuck Stiles ..... SM
VIP—Mavino Cheshire ..... LTWP
Virginia Payette—Virginia Payette ..... UFS
Voice of Broadway—Jack O'Brian ..... KFS
Vogue Fashions—Illman ..... CTN

W

Wallmeyer Cartoons—Dick Wallmeyer ..... RTS
Ward To The Wise—Gene Ward ..... CTN
Warren Kornberg on Science—Warren Kornberg .....ESS-NEA
Washington Beat—Leslie Carpenter ..... PHS
Washington Calling—Marquis Childs ..... UFS
Washington Column—Bruce Bissat, Ray Cromley .....ESS-NEA
Washington Doings—J. D. Roberts ... MOR
Washington Insight—Joseph Kraft PHS-MIL
Washington Merry-Go-Round—Jack Anderson .....BM-DWL
Washington Profile—Judith Axler ..... JTA
Washington Religious News—Robert Tate Allan ..... WRN
Washington Scrapbook—Russell Freeburg ..... CTN
Washington Science Report—William Hines ..... PHS
Washington Reports—J. F. ter Horst . NANA
Watch You P's and Q's—Harriet Dunbar DUN
Watching the World—Crosby Noyes ... WSS
Wayout—Ken Muse ..... MCN
Weather and You—Carl Riblet, Jr. .... LAT
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Wee Pals—Morrie Turner ..... RTS
Wee Women—Jim Whiting ..... GFC
Week in Business—Dean C. Miller .... UPI
Week In Liturgy, The—Rev. Paschal Boland, O.S.B. ..... NCW
Week In Finance—Thomas Mulaney ... NYT
Weekend Chuckle—Thomas Collins .... GFC
Weekly Financial—Phil Thomas ..... AP
Weekly Grain Review—Edmund De Moch .. AP
Weekly Mediation—Colin Douglas .. WLG-MS
Weekly Metals Review—Jack Leffer ..... AP
Weekly Recipe—Sarah Anne Sheridan .. EC
Weekly Sunday School Lesson and Bible Strip—Alfred J. Buescher.. KFS-TSS
Weekly Sunday School lesson and Bible Strip—Alfred J. Buescher and R. H. Ramsey CP
What Next?—Paul Hamlin ..... SPS
Whatcha Get—Carlton Winford ..... WIN
What's Best For Your Child?—Dr. David Goodman .....BM-DWL
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What's Doing in Sports?—Phil Kalker AEW
What's In Your Name? (If Your Name Is)—Ann Reynolds, Ph.D. ..... RFS
What's In Your Name?—Charles Guarino & Albert Sexton ..... AD
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What's New in Foods?—Phyllis Lasky ..... AEW
What's New in Records?—Ben Lasky .. AEW
What's New in Travel?—Rose Lasky .. AEW
What's On TV, Radio—Ben Gross ... CTN
What's Your Problem?—Linda Lawrence ..... RFS
Wheeling It—Bob Cochnar .....ESS-NEA
Where in The World—John I Dugan ... UPS
Why Grow Old—Josephine Lownan ..... RTS
Who Am I?—Clarice Erwin ..... AR
Why We Say—Bob Morgan and Pete Hoffman ..... GFC
Wicker Column—Tom Wicker ..... NYT
Wicks Editorial Cartoon—Ben Wicks ... LAT
Widener Column—Alice Widener ..... USA
William S. White, Washington Column—William S. White .....UFS
Win At Bridge—Oswald and Jim Jacoby .....ESS-NEA
Winky Rvatt—Jack Elrod ..... PHS
Wine Column—Ruth Ellen Church .... CTN
Winnie Winkle—Martin Branner ..... CTN
Winning Contract—Howard Schenken and Richard Frey .....BM-DWL
Winthrop—Dick Cavalli .....ESS-NEA
Wishing Well—William Miller ....KFS-RGB
Wisdom in the Street—Charles Rehns ... REH
Wizard Of Id—Brant Parker & Johnny Hart ..... PHS-MIL
Wolf Cartoon—Earle Wolf ..... NCW
Women Alone—Isabella Taves ..... RTS
Women's Angle—Betty Roberts ..... ICS
Women's Interest Fillers—Daniel M. O'Connell ..... CAF
Woman's New York—Alice Hughes ..... TSS
Women's View (for afternoon papers)—Gay Pauley ..... UPI
Woman to Woman (for morning papers)—Patricia McCormack ..... UPI
Women Now—Dorothy Roe ..... CTN
Women's Page Features—Rosette Hargrove, Helen Hennessy, Gaynor Maddox, Aileen Snoddy, Polly Cramer, Betty Canary, Judy Love, Joanne Schreiber .....ESS-NEA
Wonderful World of Animals, The—Dr. Frank Miller ..... CHR
Wonderful World of Stamps—Gustave Detjen, Jr. ..... DET
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Wonders of the Universe—Dr. I. M. Levitt ..... GFC
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Word-A-Day—Micky Bach .....PHS-MIL-CDN
Words, Wit & Wisdom—William Morris ..... MIL
Words, Wit & Wisdom—William & Mary Morris ..... LAT
Working Girl's Notebook—Marion Odmark ..... CTN
World in Focus, The—William R. Frye .. FRY
World of Animals—Nan Fullarton .... BPS
World of Books—William Hogan ..... CHR
World of Coins, The—Barbara Lyon .. NUM
World of Music—Bob Budler ..... CNS
World of Religion—Wayne Edmonstone .. TSS
World of Style—Greta Grudel ..... GFC
World of Waldron—Ann Waldron .... CTN
World of Youth—Buddy Nevins ..... CDF
World Today, The—James Marlow ..... APN
World's Week—Frank Macomber ..... CNS
Worry Clinic, The—George W. Crane, Ph.D.-M.D. ..... HPS
Worth Repeating—Theron C. Liddle .... RTS
Would You Believe—Frederick Philcox . CDF

Y

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Years of Fulfillment—Henrietta Kish .. WNS
Yogi Bear—Hanna-Barbara Productions MCN
You and the Doctors—Lewis A. Miller . NYS
You and Your Child—Joan Beck ..... CTN
You and Your Child—David Nydick ... CNS
You Can Do It—Alfred De Ciccio ..... CTN
You and Your Home—Barbara Barnes ..... RTS
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Young Hobby Club—Cappy Dick ..... PHS-MIL-CDN
Young Ideas—Dick Young ..... CTN
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Your Birthday—Stella ..... UFS
Your Car—Eugene Milmoe ..... GFC
Your Family and You—Dr. Paul Popenoe ..... NNS
Your Family Decorator—Carleton Varney AD
Your Fashion Image—Charlotte Wilkinson ..... CW
Your Handwriting—William J. Ryall . RTS
Your Handwriting Tells On You—Dorothy St. John Jackson ..... CKS
Your Home—Carolyn S. Murray .....GFC
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Your Sew Right—Dale Cavanagh ..... SPS
Your Stars—Constance Sharpe ..... MIL
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You're The Skipper—John Bohannan ..... PHS-MIL-CDN
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Zody—Merv Myers ..... UFS
Zschiesche's Editorial Cartoons—Robert D. Zseblesche ..... KFS

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Asher, Jim & Phil Evans—Diplomatic Pooch ..... COO
Ashley, Anne—How Can I??? ..... WLG
Ashmore, Harry S.—Ashmore Column .. LAT
Austin, John—Books-of-the-Month ..... HIS
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Auth, Tony—Auth Editorial Cartoons .. SAW
Axler, Judith—Washington Profile .... JTA

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Bachrach, Bert—Now See Hear ..... KFS
Baginski, Frank—Plain Jane ..... MCN
Bailey, Rev. A. Purnell—Bread of Life ..... GFC
Bailey, Bruce—How Does It Work ..... CF
Baker, Russell—Baker Column ..... NYT
Bald, Ken—Dr. Kildare ..... KFS
Baldwin, Robert—Freddy ..... WSS
Banzet, Janet—Broadway Vignettes ... AMF
Banzet, Janet—TV From A Woman's View Point ..... AMF
Banzet, Janet—Video Vignette: ..... AMF
Baranik, Gary—"Authors & Books" .. BAR
Barber, Red—The Old Redhead .. .. .. CF
Bard, Jack—Motor Car Museum .... BUS
Barkham, John & William G. Rogers—Book Service for Newspapers ..... SAT
Barnes, Barbara & William G. Rogers—Book Service for Newspapers ..... SAT
Barnes, Barbara—You and Your Home . RTS
Barnes, Bob—Better Half ..... RTS
Barnes, Bob—Laff of the Week ... CSF-MIL
Barnes, Irston—Naturn Column ..... LTWP
Barnum, M. H.—Men's Wear—The Score in Clothes ..... CTN
Barrins, Phyilis C., R. N.—Tell Me, Nurse ..... CDF
Barrins, Phyllis, R.N.—Youthful Drug Talks ..... CDF
Barsotti, Charles—Sally Bananas ..... NE
Bartlett, Charles—News Focus ..... PHS-MIL-CDN
Barrow, Dr. B.—Dr. Barrow's Problem Clinic ..... BPS
Barry, Dan—Flash Gordon .....KFS-RGB
Barry, Seymour, Lee Falk—Phanton, The ..... KFS-RGB
Bartells, Ray—The Word's the Thing . OHF
Basch, Buddy—Entertainment Whirl ... BAS
Basch, Buddy—Music Whirl ..... BAS
Basch, Charles J., Jr.—Scramble Steps .. BAS
Batchelor, C. D. & Warren King—Editorial Cartoons ..... CTN
Battelle, Phylis—Assignment: America KFS
Battista, Dr. O. A.—Health Today .... BPS
Baulch, Jerry T.—Salute ..... APN
Baum, Herman—House Doctor ..... RTS
Baum S. V. & W. J. Laubenstein—The News in a Word ..... QUI
Beaddle, Muriel—A Child's Mind ..... DDS
Beale, Betty—Betty Beale's Washington Letter ..... PHS
Beard, Frank—Golf Series .....ESS-NEA
Beard, James A.—Beard on Food ..... WSS
Beck, Joan—You and Your Child ..... CTN
Beck, Marilyn—TV Close Ups .....BM-DWL
Beck, Marilyn—Hollywood Hotline ... NANA
Becker, B. Jay—Contract Bridge KFS-CP-TSS
Bee, Noah—Cartoon ..... JTA
Beeman, Art—Those Were The Days ..... SM
Belmont, Trixie—Ladies First ..... WNS
Benchly, Alex & Jane—Selected Short Shorts ..... RA
Benson, George S., Dr.—Looking Ahead NEP
Bergen, Mary Jane—Science ..... EPS
Berkow, Ira—Football Series ..... NEA
Berkow, Ira, Marty Ralbovsky, Murray Olderman—Sports Stories ..... ESS-NEA
Berndt, Walter—Smitty ..... CTN
Bernhardt, Glenn—Living ..... SM
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Berliner, Louis—Ask Me ..... DF
Bernheimer, Martin—Music Column ... LTWP
Berry, Jim—Berry's World .....ESS-NEA
Bertrand, Solange—Beauty and You .BM-DWL
Bess, Gordon—Redeye ..... KFS
Bilko—Car Crazy ..... BPS
Biossat, Bruce; Robert J. Cochnar; Ray Cromley; Dick Kleiner; Leon Dennen; Rosette Hargrove; Gaynor Maddox; Tom A. Cullen; Bill McCormick; Boyd Lewis; Joan Crosby, Roger Doughty—New Dispatches on Topics of Current Interest .....ESS-NEA
Biossat, Bruce, Ray Cromley—Washington Column .....ESS-NEA
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Birmingham, Gean & Lloyd—Handy Family .....GFC-CSF-MIL
Birmingham, Gean & Lloyd—Helen Homemaker ..... CF
Bishop, Barry—Latin American Column CTN
Bishop, Gerry—Architects Home Designs .....BM-DWL
Bishop, Jim—Jim Bishop, Reporter KFS-TSS
Bishop, T. Jerome—Matters of Substance BIS
Bishop, T. Jerome—Editor's Associate, .. BIS
Bishop, T. Jerome—Books I Have Read BIS
Bishop, T. Jerome—Radio-TV ..... BIS
Bishop, T. Jerome—Do You Know? .... BIS
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Bishop, T. Jerome—The Bible Says .... BIS
Bishop, T. Jerome—Auto-Kno ..... BIS
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Black, J.—Hollywood Speaks ..... OPS
Blaine—Blaine Editorial Cartoon ..... MIL
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Blake, Bud—Tiger ..... KFS-TSS
Blake, Doris—Blake Heart to Heart Talks ..... CTN
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Bloodgood, John D.—Your Better Home—Build and Improve ..... KFS
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Blummer, Richard—Jest A Minute ..... ASC
Bohannan, John—You're the Skipper ..... PHS-MIL-CDN
Boland, Rev. Paschal, O.S.B.—Week In Liturgy ..... NCW
Bolle, Frank & Gene Mora—Alexander Gate ..... MCN
Bollen, Roger—Animal Crackers ..... NNS
Bollen, Roger—Funny Business ....ESS-NEA
Boltinoff, Henry—Stoker The Broker ..... WSS
Bombeck, Erma—At Wit's End ..... PHS
Bonsavage, Stephanie—Traveler's Clearing House ..... CF
Borgstedt, Douglas—Borgstedt Editorial Cartoons ..... KFS
Born, V. T.—Professor Pi .....DWL-BM
Bottel, Helen—Helen Help Us ..KFS-RGB
Bottel, Helen—Youth Asked For It .... KFS
Boughner, Howard—Mrs. Bee, The Working Wife ..... AF
Bourpaily, Monte F.—Everyday Editorials ..... GLS
Bowen, Chuck & Gwen—Love, Love, Love ..... UNP
Bowman, Bob—Flashback on Canada .. TSS
Boyd, L. M.—Checking Up ..... CTN
Boyd, L. M.—Pass It On ..... MCN
Brace, Irving A.—Camera College ..... BRA
Brace, Irvine—Let's Take Pictures .... MIL
Braden, Tom & Frank Mankiewics—Mankiewics & Braden Report ..... LAT
Bradford Barbara Taylor—Designing Woman .....NE-CTN
Bradley, Marvin; Frank Eddington and Dr. N. P. Dallis—Rex Morgan, M.D. ..... PHS-MIL-CDN
Bradley, Van Allen—Rare-Book Hunter . GFC
Bradshaw, John—John Bradshaw ..... TTS
Brady, Dr. William—Personal Health Service ..... NNS
Braggiotti, Rama—Hector The Director LED
Brams, Stanley H. & Howard Whims—Rod Chance ..... CF
Branagan & McCormick—Our Boarding House .....ESS-NEA
Brandstadt, Wayne, G., M.D.—The Doctor Says .....ESS-NEA
Brandstadt, Wayne G., M.D.—The Well Child .....ESS-NEA
Brann, Don—East-Bild ..... GFC
Branner, Martin—Winnie Winkle ..... CTN
Brescland, Andrea, Robert Raymond, Stuart Butler, Ph.D.—Frontiers of Science.. LAT
Brewster, Catherine—Beauty in the News ..... WNS
Brickman, Morris—Small Society, The .....KFS-WSS
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Brier, Ph. D Warren J.—Patches of Brier ..... CDF
Brinkman, Grover—Grover Brinkman Features ..... RA
Broder, David S.—Political Parade.... LTWP
Brooks, Alice; Laura Wheeler—Needlecraft Pattern Features ..... KFS
Brooks, Dick—The Jackson Twins ..... MCN
Brooks, Dorothea M.—Homes ..... UPI
Brothers, Dr. Joyce—Ask Dr. Brothers .....BM-DWL
Broudhecker, John—Funsters The ..... AF
Brown, Bob—Science For You ..... GFC
Brown, Dotie and Harry—Dottie Decorates ..... GFC
Brown, Dudley A.—Animal Talk ..... ANI
Brown, Murray—Travel Topics ..... UPI
Brown, Vernon E.—It's Tough, But You Can Make It ..... CNS
Brown, Vivian—Household Stories ..... APN
Brown, Vivian—Interior Decorating .... APN
Browne, Dik and Mort Walker—Hi and Lois ..... KFS-RGB
Bryan, Lee, Rube Weiss—Have Fun ... BLA
Bryson, Mary—Points For Parents .... RTS
Buchanan, Walt & Mary-Ann Hill—The Recess Set ..... HPS
Buchwald, Art—Art Buchwald Column LAT
Bucher, Lloyd M.—Bucher: My Story . DDS
Buckley, Jr., William F.—On The Right ..... KFS-MIL-WSS
Budler, Bob—World of Music ..... CNS
Budler, Bob—On The Music Scene .... QUE
Buel, Hubert and Lew Little—Press Gremlins ..... LE
Buescher, Alfred J.—Buescher Cartoons KFS
Buescher, Alfred—Weekly Sunday School Lesson and Bible Strip .. KFS-TSS
Buescher, Alfred and R. H. Ramsey—Weekly Sunday School Lesson and Bible Strip ..... CP
Buresch, Joe E.—Dinah Mite ..... JEB
Buresch, Joe E.—Fletcher the 4-H'r .. JEB
Burge, Ethel—The Fashion Strip ..... BUR
Burness, Tad—Auto Album ..... RTS
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Butler, E. A.—On The Job ..... CTN
Butler, Stuart, Ph.D., Andrea Bresciana, Robert Raymond—Frontiers of Science ..... LAT
Butler, Ron—Going Places ..... GFC
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Cain, Charles—Automobile News ..... AP
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Camp, Dalton—Dalton Camp ..... TTS
Camp-Kavanaugh-Fletcher—Bringing Up Father ..... KFS
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Canaday, John—Art Column ..... NYT
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Cannon Jimmy—Sports Today ..... KFS
Cannon, Poppy—Fast Gourmet, The .... GFC
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Caras, Roger—Our Only World ..... RTS
Carden, Charles E.—Daily Stock Market Chart ..... STO
Carden, Charles E.—Stock Market Graphic Features ..... STO
Carden, Charles E.—Sunday Stock Market Chart ..... STO
Carley, Roy—Light on Life's Path .... CF
Carlson, Harriet—Across My Path ..... HC
Carlson, Harriet—Self-Help to Charm .. HC
Carmody, Kathleen—Arts of Leisure ..... NCW
Carpenter, Leslie—Washington Beat ..... PHS
Carrell, Al—Super Handyman ..... KFS
Carroll, Les—Life With the Rimples ESS-NEA
Carrol, Les—Babe n' Horace .....ESS-NEA
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Carter, Don, Marion Ladewig—Bowling Tips ..... NNS
Cartwright, Charles—Chuch Chuckles ..... SM-CAR
Carson, Mary—One Mother's View .... NCW
Casper, Billy—Billy Casper Says ..... NNS
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Cavalli, Dick—Winthrop ..... ESS-NEA
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Chambers, Robert W.—Chambers Editorial Cartoons ..... MIL
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Chapman, John—New York Theatre Letter ..... CTN
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Charles, John—Heads or Tails ..... ECS
Chase, Ph.D., Loriene—Case Book of Dr. Chase ..... LAT
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Clark, Frank A.— The Country Parson . RTS
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Clayton, Gene—Once Over Lightly .... CDF
Clift, John—City Editor's Tip Service GFC
Clopton & Causey—Federal Diary ... LTWP
Coan, N. E.—Small Fry Diary ..... COA
Cobb, Hubb—It Pays To Know ..... MCN
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Cobb, Jim—How To Get More For Your Money ..... ECS
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Cohn, Bob & Tom Shephard—Hystoria . AD
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Coleman, Lester Dr.—Speaking of Your Health ..... RGB-CP-KFS
Collins, Dennis & Maurice Dodd—Perishers, The ..... PHS
Collins, Dorchen—Needlework Kit ..... APN
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Collins, Thomas—Golden Years .... GFC-MIL
Collins, Thomas—Today's Chuckle .... GFC
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Cooper, E. T.—Quest for Youth ..... BNH
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Corey, Ben—Let's Make ..... HAR
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Corn, Ira G., Jr.—The Aces on Bridge UFS
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Corrick, Frank—Retirement ..... CNS
Cox, Claire—Religion ..... CNS
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Crane, Dr. George W.—Test Your Horse Sense ..... CTN
Crane, Dr. George W., Ph.D.-MD.—The Worry Clinic ..... HPS-MCN
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Cranford, Dr. Clarence W.—International Bible Lesson Column ..... NCR
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Davis, Pat—Strictly Personal ..... CNS
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Davis, Terry—How To Reduce Your Income ..... ECS
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Dickenson, Fred and John Prentice—Rip Kirby ..... KFS-RGB
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Disney, Walt—Donald Duck ..... KFS-TSS
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Douglass, Dr. Earl L.—Strength For The Day ..... CF
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Elia, Charles J.—Daily Investor, The .. UFS
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Feld, William—The Record Book ..... STU
Feld, William—The Space Family Robinson ..... STU
Fenmore, George—Theatre By George .. CDF
Fennessy, Tom—Science In Focus ..... DF
Fett, George—Sniffy .....BM-DWL
Ficklen, Herc—Editorial Cartoon ..... AVA
Ficklen, Herc—Key-peek ..... LED
Ficklen, Herc—Lonely Heart ..... AVA
Ficklen, Herc—Out of Orbit ..... AVA
Ficklen, & Raynor—Nature-Toons .... AVA
Fiebig, Jim—Mark My Words ..... GFC
Fields, Sidney—Only Human ..... CTN
Fine, Dr. Benjamin—How To Get Money For College .....BM-DWL
Finley, Art—Art's Gallery ..... CHR
Finletter, J.—Miracle Gardening ..... BPS
Finletter, June—Star Interviews ..... BPS
Fischer, Jo—From Nine to Five ..... PHS-CDN
Fischler-Stan—Inside Hockey ..... TSS
Fischetti, John—Fischetti Cartoons ..... PHS-MIL-CDN
Fisher, Douglas—Douglas Fisher ..... TTS
Fisher, Ham—Joe Palooka ..... MCN
Fitch, Jack—Astro-Scram ..... LED
Fix, Mr.—Do-It-Yourself ..... ESS-NEA
Flanders, Charles and Paul Newman—Lone Ranger ..... KFS
Fleming, D.M., D.P., Whiting—Prize-week Crossword .....DWL-BM
Flessel, Creig—David Crane ..... PHS-CWF
Fletcher, Vivian—Conservation ..... WPS
Fletcher, Kavanagh, Camp—Bringing Up Father ..... KFS-RGB
Flint, Jeremy—Jeremy Flint's Bridge Class ..... NNS
Foley, B.—Air Hawk ..... BPS
Foley, B.—Lulu Belle ..... BPS
Folger, Franklin—The Girls ..PHS-MIL-CDN
Fonda Douw H.—AP Biographical advance obituary service ..... AP
Formhals, Henry —Freckles and His Friends .....ESS-NEA
Ford, Eileen—Model Beauty ..... CTN
Foster, Hal—Prince Valiant ..... KFS-TSS
Fox, Gill—Side Glances .....ESS-NEA
Fox, Roy—Aggie ..... CTN
Fox, Roy L.—Then—Now ..... CTN
Fox, Samuel—Quiz Box ..... JTA
France, Harry C.—Investors' Forum .. GFC
Frank, Bailey R.—The Skies Today .... FRA
Frank, Phil—On Campus ..... AF
Fredericks, Fred and Lee Falk—Mandrake The Magician ... KFS-RGB-TSS
Freeburg, Russell—Washington Scrap-book ..... CTN
Freeman, Donald—Point of View ..... CNS
Frey, Richard and Howard Schenken—Winning Contract ..... BM
Fried, Ida—Features ..... EPS
Fried, Ida—Home ..... EPS
Fried, Ida—New Products ..... EPS
Friendly, Alfred—Friendly Column.... LTWP
Fritchie, Pete—Comment On Spots ..... EC
Fritchey, Clayton—State of Affairs ..... NE
Frye, William R.—World in Focus .... FRY
Frye, William R.—The U.S. Today .... FRY
Frye, William R.—Diplomatic Pouch .. FRY
Fullarton, Nan—World of Animals .... BPS

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Gabriel, Joyce, Roger Doughty—TV Personalities .....ESS-NEA
Gallagher, John—Cartoon Bug ..... MED
Gallob, Ben—American News Report .. JTA
Gallup, Dr. George H.—Public Opinion News Service (Gallup Poll) PHS-MIL-CDN
Galton Lawrence—More For Your Money ..... MIL-WSS
Gardner, Hy—Glad You Asked That ... PHS
Gately, George—Hapless Harry ..... CTN
Gateley, George—Hippy ..... CTN
Gates, Art—Short Stories ..... GF
Gates, Art—Cartoon Humor Service .... GF
Gauerke, Mary—The Alumnae ..... RTS
Gauerke, Mary—The Gulivers ..... WSS
Gauguin, Lorraine—Here's Hollywood .. CDF
Gaver, Jack—Broadway ..... UPI
Gaver, Jack—TV-Radio (for morning papers) ..... UPI
Gayn, Mark—Red World, The ..... TSS
Gayn, Mark—Asian Reports ..... TSS
Gelman, Bernard—Off The Beaten Track GEL
Gerard, Dave—Citizen Smith ..... RTS
Germano, Eddie—Sporteaser ..... CF
Getterman—Ginger ..... UFS
Giaudoui, William—Hemisphere Report . CNS
Gibson, Mildred—Leisure Time ..... NNS
Gilbaugh, Dr. John W.—As I View It.. AD
Gilbert, Nancy—Youth Page ..... APN
Gilbert, Paul H.—Daffynitions ..... GFC
Giles & Lancaster—Political Cartoons ..... RTS
Giuffre & Bruth—Harvey ..... MIL-WSS
Glaser, Vera—Washington ..... WNS
Glasser, Allen—Star Stanzas ..... GLA
Glasser, Allen—Giveaway Guide ..... GLA
Glasser, Allen—Rhymed Replies ..... GLA
Glasser, Allen—Lively Laughs ..... GLA
Glazer, Barney—Barney Glazer In Hollywood ..... TCN
Glazer, Barney—Glazed Bits ..... TCN
Glazer, Barney—Hi Fi Equipment ..... TCN
Glazer, Barney—Record/Tape Reviews .. TCN
Glazer, Barney—Las Vegas/Reno/Tahoe . TCN
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Glazer, Barney—Barney's Blarney ..... TCN
Glazer, Barney—Book Reviews ..... TCN
Glazer, Barney—Television Scene ..... TCN
Glazer, Barney—Bits & Pieces ..... TCN
Gleason, Norma—Astrology ..... GLE
Gleason, Norma—Point of View ..... GLE
Gleason, Ralph J.—Rhythm Section .... CHR
Glover, William—Theatre ..... APN
Godfrey, Arthur—Our Ecological Crisis .. CF
Golden, Harry—Only In America ... BM-DWL
Goldberg, Hyman—Our Man In The Kitchen ..... RTS
Goldsmith, John and Robert S. Allen—Inside Washington ..... PHS
Goldwater, Sen. Barry—Sen. Goldwater Column ..... LAT
Goodavage, Joseph & Madeleine Monnet—Inside Astrology .....BM-DWL
Goode, Bud—Sports Computer ..... RTS
Goodman, Dr. David—What's Best For Your Child .....BM-DWL
Goodwin, Archie, Al Williamson—Secret Agent Corrigan ..... KFS
Goodwin, Dave—Insurance For Consumers DGA
Goodwin, Doc & Eugene Craig—Editorial Cartoons ..... DF
Goodwin, Doc—Phillip's Flock ..... DF
Goodwin, Doc.—Mostly Male ..... DF
Gordon, A. C.—Crossword Puzzle .. WLG-MS
Gordon, A. C.—Fortune Teller .... WLG-MS
Gordon A. C.—Look and Learn .... WLG-MS
Gordon, A. C.—Solve-A-Crime .... WLG-MS
Gordon A. C.—Terse-Verse ..... WLG-MS
Gordon, W. L.—Lesson in English .. WLG-MS
Gordon, W. L.—Read and Remember WLG-MS
Gordon, Elaine Taylor—Male Bag ..... NE
Goren, Charles—Bridge ..... CTN
Gottfried, Martin—Theatre ..... FA
Gould, Chester—Dick Tracy ..... CTN
Gould, Jack—Television Column ..... NYT
Gould, Maurice M.—Coin Roundup ..... GFC
Graff, Don & Don Oakley—Editorials .....ESS-NEA
Graham, Alex—Fred Basset ..... PHS
Graham, Billy—My Answer ..... CTN

Graham, Sheilah—Hollywood Everywhere ..... NANA-WNS
Graham, Sheilah—Hollywood Everywhere .....BM-DWL
Graham, Sheilah—Speaking For Myself NANA
Grandenetti and Herron—Rip Tide ..... CF
Grandy, Edwin T.—"Quote" & Unquote GBR
Grant, Lou—Grant Editorial Cartoon .. LAT
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Graver, Jack—Broadway ..... UPI
Gray, Bill—Youth ..... TTS
Green, Arthur S.—Home Decorating Tips GRE
Green, Arthur S.—Photography Tips .. GRE
Green, Arthur S.—Spotlight on Education GRE
Green, Arthur S.—Pinup Photos .... GRE
Green, Arthur S.—Travel U.S.A. ..... GRE
Green, Jan—Hey, Swingy ..... GFC
Green, Nancy—Skiing ..... TSS
Green, T. R.—Fun and Games ..... BPS
Green, Ted—Main Street ..... PWF
Greer, Philip—Stock Exchanges ..... LTWP
Greer, Philip—The Stock Market ..... LTWP
Greenwood, Nat—Belvedere ..... AD
Gregory, Dick—Darkside/Lightside .. ALL
Gringle, Paul, Negley Cochran ....ESS-NEA
Gross, Ben—TV-Radio What's on? .... CTN
Gross, Milton—Gross on Sports ..... NANA
Gross, Milton L.—The Social Critic .... NFS
Grove, Kim—Love Is ..... LAT
Grubert, Carl—The Berrys .... MIL-CWF-CDN-PHS
Grudel, Greta—World of Style ..... GFC
Grunewald, George—In The News ..... CF
Guarino, Charles & Albert Seddon—What's In Your Name? ..... AD
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Guitar, Mary Anne—The Young Marriage ..... DDS

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Haber, Joyce—Joyce Haber Column ... LAT
Hagelthorn, Joyce—Reflections ..... QUE
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Hagen, John Milton—The Shrewd Nude GBR
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Haggerty, Sandra—On Being Black .... LAT
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Hall, A. Neely—Craft Patterns ..... CRA
Hall, Gerry—Travel ..... TSS
Hall, Grover C.—Hall Column ..... PHS
Hall-Otterburn, William—The World of Stars ..... CHR
Hall, Senator Wilton E.—Quiz Hall ... HPS
Halliday, Dean—Gardengraphs ..... KFS
Hamilton, Raulhac—Federal Corner .... DF
Hamlin, Paul—What Next? ..... SPS
Hamlin, V. T.—Alley Oop .....ESS-NEA
Hamm, Harry—Louie ..... CTN
Hamm, Jack—Living Scriptures ..... SM
Hammer, Rose Irene—Mom's Lunch Box HAM
Hammer, Rose Irene—Mon's Lunch Break STH
Hammond, Dorothy—Antique Wise ..... CF
Hammond, Vern—California Stagecoach Days ..... OHF
Hample, Stuart—Children's Letters to God ..... KFS
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Hancock, Malcolm—Humphrey Hush .. MIL
Hancock, Mal—The Lumpits .....MIL-WSS
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Hanna Barbera Productions—Yogi Bear MCN
Hanna, Barbera Productions—The Flintstones ..... MCN
Hansen, Pete—Lolly ..... CTN
Haratine, Richard R.—Dateline: Harrisburg ..... WDS
Hardie, Dee—A View From a Hill .... HAS
Hargrove, Rosette and Helen Hennessy—Fashion Stories .....ESS-NEA
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Hargrove, Rosette—News Dispatches on Topics of Current Interest ....ESS-NEA
Hargrove, Rosette—Paris Fashion Stories .....ESS-NEA
Hargrove, Rosette—Women's Page Features .....ESS-NEA
Harper, Dr. Howard V.—Days and Customs of All Faiths ..... GFC
Harper, Rev. Robert—Sunday's Sermon ..... CSF-MIL
Harrington, Michael—From The Left .. WSS
Harris, Ed—Down on The Farm ..... FOR
Harris, Jeanne—Easy Etiquette ..... RTS
Harris, Louis—Harris Survey ..... LAT
Harris—Louis Harris Survey ..... CTN
Harris, Sydney J.—Strictly Personal ..... PHS-MIL-CDN
Hart, Johnny—B.C. ..... PHS-MIL-CDN
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Hartung, Barbara—Decor Q & A ..... CNS
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Harvey, Earle & J. M.—Speaking of the Law ..... ACC
Harvey, Paul—Paul Harvey News ..... GFC
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Hathaway, Sid—Looking Around ..... SM
Haworth, Mary—Mary Haworth's Mail ..... KFS-TSS
Hawthorne, Bob—Fishin' Facts ..... TTS
Hawthorne, Randolph—Space Quiz ..... CF
Hayakawa, S. I.—Hayakawa Column ... RTS
Haynie, Hugh—Haynie Editorial Cartoon ..... LAT
Hazlett, John—Edward S. Thomas—Naturebug ..... DF
Head, Edith—How Do You Look? ..... NE
Heffernan, Harold—On Hollywood .....BM-DWL-NANA-WNS
Heimer, Mel—My New York ..... KFS-CP
Heimer, Mel—TV Camera ..... CP
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Helle, Ray—The Flibbertys ..... CTN
Helms, Jesse—Viewpoint ..... AM
Henderson, Skitch—Music Beat ..... GFC
Henderson, Tom—Panel Parcel-Today's Laugh ..... CTN
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Henley, Arthur—Make Up Your Mind .. CTN
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Henry—Editorial Cartoon ..... SM
Henry, Will—Ching Chow ..... CTN
Hergesell, Lillian—Cook's Corner ..... DF
Herron and Grandenetti—Rip Tide ..... CF
Herron and Norstrand—Mat Masterson ..... CF
Herschensohn, M.D., H. L.—Medical Memos ..... LAT
Hess, Erwin. L.—Good Old Days & Antique Fair ..... UFS
Hesse, Don—Editorial Cartoons ..... MCN
Higgins, Msgr. George G.—The Yardstick NCW
Hightower, Paul—Senior Forum ..... GFC
Hill, Mary-Ann, & Walt Buchanan—The Recess Set ..... HPS
Hill, Niki—Better Living Guide To Dining Out ..... DIC
Hines, P. T.—Fortune Finder ..... RGB
Hines, William—Washington Science Report ..... PHS
Hitchcock, Henrietta—Cats and Their Care ..... CF
Hite, Ray—Let's Talk About Your Car .. ECS
Hix, Phillis & Ernest, Jr.—Strange As It Seems ..... SAI
Hoest, William P.—Lockhorns, The .... KFS
Hoff, Syd—Laugh It Off ..... KFS
Hoffer, Eric—Reflections ..... LED
Hoffman, Peter—Jeff Cobb ..... GFC
Hoffman, Pete and Bob Morgan—Why We Say ..... GFC
Hogan, William—World of Books ..... CHR
Holber, Hans—Broadway Beat ..... EPS
Holland, Buz—Holland Panel ..... AND
Holland, Daniel; Joseph Parrish—Editorial Cartoons ..... CTN
Hollenbeck, Ralph—Book Review ..... KFS
Hollenbeck, Ralph—Parade of Books .. KFS
Holley, Lee—Ponytall ..... KFS-RGB
Hollreiser, Lenny—Looking Back In Sports ..... CTN
Hollreiser, Lenny—This Day in Sports .. CTN
Holm, John—Woody's World ..... NNS
Holman, Bill—Nuts & Jolts ..... CTN
Holman, Bill—Smokey Stover ..... CTN
Holman, Bill—Spooky ..... CTN
Holmes, Lois—Lois Holmes Knitting Patterns ..... LAT
Holzer, H. W.—Motion Pictures ..... EPS
Hood, Ernie—So You Want To Be .ESS-NEA
Hoover, Kerwin—Grass Roots Clippings HTF
Hoover, Robert—Golden Age ..... DF
Hoppe, Arthur—Our Man Hoppe ..... CHR
Horowitz, David—Films, Music, Theatre WUP
Horowitz, David—Behind The Scenes At The United Nations ..... WUP
Horowitz, David—Round Up of World News ..... WUP
Hostler, Dr. Phyllis—Do's and Don'ts for Mothers ..... CF
Howell, Chauncey—Art, et cetera ..... FA
Hubbard, Louise—Little Journeys to Great Homes ..... HN
Hubbard, Louise—Mother Hubbard's Cupboard ..... HN
Hubbard, Walter W.—Minia Tours .... HN
Hugg, Judy—Center Stage ..... CNS
Hughes, Lillian—Health & Beauty ..... EC
Hughes, Lillian—News & Washington Notes ..... EC
Hughes, Lillian—About Your Home .... EC
Hughes, Lillian—The World Of Entertainment ..... EC
Hugo, Ric—Soliloquy ..... PHS
Hulse, Jerry—Travel Column ..... LTWP
Hulse, Dr. E. Duane—Altar Stairs ..... HPS
Hume, Paul—Music ..... LTWP
Hunter, Graham—Jolly Jingles ..... TIN
Hunter, Jim—Fun With Figures ..... TTS
Hurb, Larry & Jim Whiting—Ad Labs .. GFC
Hutchins, Ed—Outdoor Report ..... DF
Hutchison, G. E.—Hutch At Random .. AND
Hyer, Julien C.—The Shepherd ..... CF

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Iger, S. M.—Bobby ..... PF
Iger, Jerry—Pee Wee ..... PF
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Jahn, Mike—Sounds of the Seventies .. NYS
James, Lee—Adventure Postpaid ..... JL
James, Lee—Sport & Recreation ..... JL
James, Lee—Sport Scene ..... JL
Jamieson, Jack—Your Antiques ..... TSS
Janeway, Eliot—Janeway's Columns .... CTN
Janeway, Eliot—Ask Janeway ..... CTN
Januz, Lauren R.—Stamp World ..... JAN
Jeanne and Mary—Sneakers ..... KFS
Jenkins, Dorothy H.—Antiques ..... DHJ
Jenkins, Dorothy H.—Gardens ..... DHJ
Jermyn, Ann; George Adams—Home .... DHJ
Joachim, Cathy—Panel Parcel Today's Laugh ..... CTN
Johns, Walter L.—Sports Spotterings .. KFS
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Johnson, Ferd—Moon Mullins ..... CTN
Johnson, Peter W.—Recordings ..... LTWP
Jolita—Little Eve ..... GFC
Jones, Barbara—Merry Mixup ..... AF
Jones, Dr. Bob—A Look At The Book . AM
Jones, Joe—Bright Ideas ..... APN
Jones, Dr. Eve—Parent's World ..... BON
Jones, Harry and Fred Reinert—Baseball's Immortal Madcaps ..... AF
Jones, Irwin & Martha—Gardening ..... DF
Jones, Jenkin Lloyd—An Editor's Outlook ..... GFC
Jones, Ralston and Frank Ridgeway—Mr. Abernathy .....KFS-TSS
Jones, Stacy—Patents ..... NYT
Jones, Yardley—Yardley Jones ..... TTS
Jordan, Janice—Homes Decorating .. ... DF
Joseph, Richard—Travel Column ..... CTN
Juster, Harry—Look Smart ..... RTS
Justus Roy, Scott Long—Justus-Long Cartoons ..... RTS

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Kaliff, Joe—DIScussion ..... AMF
Kaliff, Joe—Broadway Karikatures .... AMF
Kaliff, Joe—It's A Cockeyed World ... AMF
Kaliff, Joe—Karikature Karnival ..... AMF
Kaliff, Joe—Magic Carpet Over Broadway ..... AMF
Kalker, Phil—Over Broadway and Hollywood with Phil Kalker ..... AEW
Kalker, Phil—Portrait of a Athlete ... AEW
Kalker, Phil—Reviewing The New Movies ..... AEW
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Kalvelage, Carl H. & Peter J. Anderson—Government Quiz ..... CDF
Kane, Bob—Batman & Robin ..... LED
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Karch, R. Randolph—Do It Yourself .. KAR
Karpin, Fred L.—Karpin on Bridge .... .NE
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Keane, Bill—Channel Chuckles ..... RTS
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Keefer, Mel, and J. Lansky—MacDivot .. CTN
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Kelly, Eunice—Driven To Ink ..... CDF
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Kelly, Walt—Pogo ..... PHS
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Killy, Jean-Claude—Skiing With Jean-Claude Killy ..... NNS
Kilpatrick, James J.—A Conservative View ..... WSS
King, Frank and Bill Perry, Dick Moores—Gasoline Alley ..... CTN
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King, Warren & C. D. Batchelor—Editorial Cartoon ..... CTN
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Kirby, Brian, & Ken Montone—Kiwi ... CTN
Kirk, Russell—To The Point ..... GFC
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Kish, Henrietta—Years of Fulfillment .. WNS
Kitman, Marvin—Kitman on Television.. NE
Kleiner, Dick, Joan Crosby—Entertainment Features .....ESS-NEA
Kleiner, Dick—Hollywood-Movies-TV .....ESS-NEA
Kleiner, Dick—News Dispatches on Topics of Current Interest .....ESS-NEA
Kleiner, Dick—Showboat .....ESS-NEA
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Kober, Barbara—Family Finances ..... CNS
Kohler, Frank—Skillet Club ..... GFC
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Koltanowski, George—Chess Master ..... GG
Koltun, Frances—The Woman Traveler ..... PHS-MIL-CDN
Kordel, Lelord—Eat & Grow Younger .. SPE
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Kornberg, Warren—Warren Kornberg on Science .....ESS-NEA
Kotzsky, Alex—Apartment 3-G ..... PHS-MIL-CDN
Kovel, Ralph and Terry—Know Your Antiques ..... RTS
Kraft, Joseph—Washington Insight ..... PHS-MIL
Kreiling, Ernie—A Closer Look ..... KRE
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Laidman, Hugh—Middle Class Animals MCN
Lain, Joyce—Career Corner ..... MCN
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La Mar, Austine—Austine La Mar Fashion Patterns ..... GFC
Lambert, Eleanor—See Eleanor Lambert's SHE ..... PHS
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Landers, Ann—Ann Landers' Human Relations Column ..... PHS-MIL-CDN
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Lane, John—Science Cartoons .....ESS-NEA
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Lang, Andrew C.—Home Repair Do's and Don'ts ..... APN
Langdon, Grace and Irving W. Stout—Today's Children ..... KFS-TSS
Langell, Jerry—Here's An Idea ..... AF
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Lansky, J., and Mel Keefer—MacDivot.. CTN
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Long, Scott, Roy Justus—Justus-Long Cartoons ..... RTS
Longaron and Lawrence—Friday Foster . CTN
Love, Judy, Joanne Schreiber—Stitchin' Time .....ESS-NEA
Love, Judy—Women's Page Features ESS-NEA
Love, Philip H.—Love on Life .....NANA-BM-DWL
Lowe, Frank—I Beg to Differ ..... CWF
Lowman, Josephine—Why Grow Old? .. RTS
Lowry, Betty—Family Travel ..... CDF
Lowry, Cynthia—Radio Television Week .. AP
Lowry, Raymond W.—The Negro In History ..... AD
Loyd, Gene—Now! ..... RTS
Luce, Gay & Julius Segal—Insomnia .. DDS
Ludcke, G. L.—A Woman and Her Money ..... BEL
Ludigsen, Karl—Car World ..... YES
Luft, Herbert G.—Hollywood ..... JTA
Luks, Fred—Outdoor Guideposts ..... LUK
Lynde, Stan—Rick O'Shay ..... CTN
Lyon, Barbara—Coin Counting ..... NUM
Lyon, Barbara—Realm of Coins ..... NUM
Lyon, Barbara—World of Coins, The .. NUM
Lyons, Leonard—Lyons Den ..... PHS

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McArdle, Jim—Davy Crockett, Frontiersman ..... CF
McArthur, Jack—Jack McArthur Reports . TSS
McBride, Michael H.—The Heritage of The American Businessman ..... MCB
McCabe, Charles—The Fearless Spectator ..... CHR
McCarn, Henry—Editorial Cartoons .... STA
McCarthy, Fred, & Len Reno—Brother Juniper ..... PHS-MIL
McCombs, Julia C.—"Sew Biz" ..... MCC
McCombs, Julia C.—Sewing People In the News ..... MCC
McConanay, Gleeda—Talk To Teena ... CDF
McCormack, Patricia—Woman to Woman (for morning papers) ..... UPI
McCormick & Branagan—Our Boarding House .....ESS-NEA
McCoy, Cullen—Black & White ....BM-DWL
McCutcheon, John T. Jr.—A Line O'Type Or Two ..... CTN
McElroy, George—Peeps At The Past .. TTS
McFarland, J. D.—Mata Hari ..... MCF
McFarland, J. D.—The Proverb Crows.. MCF
McFeatters, Dale—Strictly Business ..... PHS-MIL-CDN
McGill, Angus, Clive ..... UNP
McGiverin, Rev. James—Your Name .... TTS
McGrory, Mary—Mary McGrory ..... WSS
McGrath, Mary—Speaking Frankly .... UFS
McHarry, Charles—On The Town ..... CTN
McHugh, Raymond J.—Capital Ideas .. CNS
McHugh, Rev. James T.—Ties That Bind ..... NCW
McNally, Tom—Dogs ..... CTN
McNally, Tom—Mostly About Dogs .... CTN
McWilliams, Alden & John Saunders—Dateline: Danger! ..... PHS
Mackay, Colin—About Wine ..... CWF
MacLean, Don—Don MacLean Column .. UFS
Macpherson, Duncan—Editorial Cartoons TSS
Macomber, Frank—There's Good News Today ..... CNS
Macomber, Frank—Space Age ..... CNS
Macomber, Frank—World's Week ..... CNS
Madden, Donald—A Talent for Living . WNS
Maddox, Gaynor—Background Stories .....ESS-NEA
Maddox, Gaynor—News Dispatches on Topics of Current Interest .....ESS-NEA
Maddox, Gaynor—Women's Page Features .....ESS-NEA
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Magila, Louis—Minit Doodle ..... AF
Maglaory, Ray—Your Money ..... TSS
Mahoney, Joe—Half-Past Teen .CSF-CSP-MIL
Manion, Marilyn—Manion Forum ..... AM
Mankiewics, Frank & Tom Braden—Mankiewics & Braden Report ..... LAT
Manning, Reg—Editorial Cartoons ..... MCN
Manners, Dorothy—Hollywood ..... KFS
Mant, Ken—Investment Clubs ..... TTS
Manten, Dr. A. A.—Wonders of Nature .....DWL-BM
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Marco, Count—Beauty and the Beast .. CHR
Marcus, Jerry—Trudy ..... KFS-RGB
Marge—Little Lulu ..... CTN
Marsh, Mary Kak—Hello Hostess ..... ENT
Markle, Robert Jo—Trends and Issues.. MCB
Marsh, Kay—Instant Hostess ..... ENT
Marshall, Brig. Gen. S.L.A.—Military Analysis ..... LTWP
Martin, Marian and Anne Adams—Dress Pattern ..... KFS-CP
Martin, M. W.—Fact-O-Rama ..... MAR
Martin, M. W.—Martin's International Newsreel ..... MAR
Martin, M. W.—Medicalia ..... MAR
Martin, M. W.—Sign-O-Rama ..... MAR
Martin, Mel—Automobile Buyer's Guide ..... MME
Martin, Mel—Autorama ..... MME
Martin, Mel—Dock Lines ..... MME
Martin, Mel—Mel Martin Reports ..... MME
Mary and Jeanne—Sneakers ..... KFS
Marylou—Clothesline ..... LAT
Massie, Robert K.—Nicholas and Alexandra ..... DDS
Massey, Tom; Lyman Young; Robert Young—Tim Tyler's Luck ..... KFS-RGP
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Mattson, Marie—Trip Tips ..... MAT
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Mayer, Alan—Sports Cartoons .....KFS-CP
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Mead, Mimi—TV Interviews .....BM-DWL
Meade, Mary—Food Articles ..... CTN
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Mell—Miss Peach ..... MIL
Mellinkoff, Abe—Morning Report ..... CHR
Meltzer, Bernard—Meltzer on Real Estate PHS
Meltzer, Bernard C.—What's Your Problem? ..... PHS
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Meyers, Dr. Garry C.—Parent Problems . CP
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Miller, Dean C.—Business Today ..... UPI
Miller, Dean C.—Week in Business ... UPI
Miller, Eugene—Your Medicare ..... MLN
Miller, Dr. Frank—Wonderful World of Animals, The ..... CHR
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Miller, Irma Ganz—Etc. & P.S. ..... JL
Miller, Irma Ganz—New Ideas Products . JL
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Miller, Irma Ganz—Sports Postpaid .... JL
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Miller, Wm.—Wishing Well ..... KFS-RGB
Milligan, Patsy—Olga Knows ..... QUE
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Myler, Joseph L.—Science and You .... UPI

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Nason, Dr. Leslie J.—Education Service. APN
Nassauer, Ed—Business Blueprint ..... ICS
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Sheppard, Eugenia—Inside Fashion ..... PHS-MIL
Sheridan, Sarah Anne—Weekly Recipe .. EC
Sherrod, Jane—Famous Recipes ..... BPS
Sherrod, Jane—Be Your Own Sherlock Holmes ..... BPS
Sherrod Jane—Teenage Driving Tips .... BPS
Sherwin, Sterling—Odd-Ditties ..... GBR
Shoemaker, Vaughn—Editorial Cartoons.. CTN
Shontz, Dr. Pat.—Tody's Economy .... UNP
Shorten, Harry—There Oughta Be A Law ..... UFS
Shulsky, Sam—Investors' Guide ..... KFS
Siciliano Mercedes—Horse Vues ..... SAS
Siciliano, S. A.—Sam Says ..... SAS
Siciliano, S. A.—Senior View ..... SAS
Siegel, Jack—Book Review ..... SAF
Silver, Jess—Jews In Sports ..... JTA
Simms, Cedric—Sparks of Wisdom . WLG-MS
Simpkins, James—Jasper ..... CWF
Sims, Edward H.—News Report from Washington ..... EC
Sims, Edward H.—Editorials ..... EC
Sims, Edward H. & Bente C.—Ports Of Call ..... EC
Sims, Mrs. Hugo S.—Louisa's Letter .. EC
Sims, Mrs. Hugo S.—TV Commentary .. EC
Singer, Jane Sherrod—Test Yourself .. BPS
Sinn, John L.—Over And Under Thirty . NNS
Sirkis, Ruth—What's Cooking ..... JTA
Sixta, George—Rivets ..... PHS-MIL-CDN
Skelly, Jerry & Hale—Captain Kate .. KFS
Skelsey, Alice—For Women Who Work MED
Slevin, Joseph R.—Inside the Economy .. NE
Sloane, Bob—Going Our Way ..... STR
Smith, Al—Mutt & Jeff ..... BM-DWL
Smith, Al—Cicero's Cat ..... BM-DWL
Smith, Al—Community Capers ..... SM
Smith, Al—Life in The Suburbs ..... SM
Smith, Al—Rural Delivery ..... SM
Smith, Carlton, Richard Putnam Pratt—Personal Finance ..... ESS-NEA
Smith, Cecil—Shows To Watch (TV) .. LAT
Smith, Cecil—Cecil Smith Column .... LAT
Smith, Cindy—Gardening For Fun ..... CRE
Smith, Cindy—Just Something Pretty .. CRE
Smith, Delos—Classical Records ..... UPI
Smith, Delos—The Music World ..... UPI
Smith George—The Smith Family MIL-WSS
Smith, Jack—Of Smith and Men ... LTWP
Smith, Kingsbury—Kingsbury Smith .. KFS
Smith, W. W. "Red"—Views of Sport ..... PHS-MIL-CDN
Smolar, Boris—Between You & Me .. JTA
Smythe, Reggie—Andy Capp ..... PHS
Smythe, Reg—Andy Capp ..... MIL
Snell, Perry—Stars ..... CNS
Snelling, Robert O., Sr.—Your Job—And Your Future ..... UFS
Snider, Steve—Sports Patrol (for morning papers) ..... UPI
Snoddy, Aileen—Women's Page Features ..... ESS-NEA
Soglow, Otto—Little King ..... KFS-TSS
Sokol, Saul—Insurance Adviser ..... DF
Somerville, Barbara—Savoir & Femme MCN
Sorel, Edward—Sorel's News Service .. KFS
Spadone, Frank G.—Coin-Stamp-Medal World ..... COI
Spear, Roger E.—Successful Investing .. GFC
Spears, Ruth Weyth—Home Workshop Patterns ..... WPI
Spence, Roy—Home Maintenance .... TTS
Spilhaus, Athelsan, Gene Fawcette—Our New Age ..... PHS
Spong Richard—Editorial Research Daily Service ..... EDR
Sprenger, Henk—Pilote Tempete .. DWL-BM
Stacy, Don—Indoor Artist ..... RTS
Stansbury—Smart Chart ..... LAT
Stapley, Ray—Stapley On Cars .... TTS
Stare, Frederick J., M.D.—Food and Your Health ..... LAT
Starr, Leonard—On Stage ..... CTN
Stees, John—Another View ..... UFS
Stees, John—The Bosleys ..... UFS
Stefanich, Jackie—Dear Na Na ..... CNS
Steincrohn, Dr. Peter—Stop Killing Yourself ..... MCN
Stella—Your Birthday ..... UFS
Stern, Jess—The Search For the Girl With Blue Eyes ..... DDS
Stevens, Edmund—Our Man in Moscow CHR
Stevenson, Tom—Garden Column .... LTWP
Stevenson, Tom—Garden Question .... LTWP
Stiles, Chuck—Only The Newspaper .... SM
Stiles, Chuck—Village Square ..... SM
Stirling, R.—Lucky Week ..... BPS
Stokely, James—Charting the Stars ESS-NEA
Stout, Irving W. and Grace Langdon—Today's Children ..... KFS-TSS
Strauss, Jack—That's The Law .... BM-DWL
Sudyk Bob and Lou Darvas—Pro-Files . KFS
Sullivan, Ed—Broadway—Little Old New York ..... CTN
Sullivan, Walter—Science Column ..... NYT
Sulzberger, C. L.—Sulzberger Column .. NYT
Svensson, Robert—Coin Collector's Corner ..... KFS
Swanson, George O.—Flop Family ..... KFS
Swords, Betty; Joe Zeis; Rod de Sarro; Cathy Joachim; Jeff Keate; Reamer Keller, Tom Henderson; Frank Owen—Panel Parcel—Today's Laugh ..... CTN
Sylvester, Robert—Dream Street ..... CTN

T

Tabor, Frank—Becky ..... AND
Tabor, Frank—Tabor Panel ..... AND
Tarkenton, Fran—Tarkenton Says .. ESS-NEA
Taub Sam—In A Ring-Side Seat .... NEW
Taves, Isabella—Women Alone ..... RTS
Taylor, Anne—Live Within Your Income APN
Taylor, Charles A.—Here's How .... CNS
Taylor, Henry J.—Henry J. Taylor Column ..... UFS
ter Horst, J. F.—Washington Reports NANA
Terry, Walter—Dance & Music Column ..... MIL-CDN
Thimmesch, Nick—Eye on the Presidency NE
Thomas, Edward S.—John Hazlett—Naturebug ..... DF
Thomas, Edward S.—Nature ..... DF
Thomas, Eff—Monthly Mention ..... MM
Thomas, Kay—Fashions—Womens ..... CTN
Thomas, William—Man To Man ..... GFC
Thompson, Bob, M.D.—Bob Thompson, M.D. ..... MOR
Thompson, Daniel V.—A Gardener's Kitchen ..... THO
Thompson, Daniel V.—Foodmanship ..... THO
Thompson, Daniel V.—Food & Garden Gossip ..... THO
Thompson, Daniel V.—Garden Gossip .. THO
Thompson, Ruth—Electric Living Guide DIC
Thompson, Ruth—View ..... DIC
Thomson, Peter—Canadian Viewpoint .. TTS
Thosteson, Dr. George C.—To Your Good Health ..... PHS
Tiajcliff, Y. L.—Have You Met? ..... NP
Tiede, Tom—Background Stories .. ESS-NEA
Tiede, Tom—News Dispatches on Topics of Current Interest .... ESS-NEA
Tippit, Jack—Amy ..... RTS
Tobey, Carl Payne & Robert L. Tubbesing—This Week in Astrology ..... ESS-NEA
Tobin Don—The Little Woman .. KFS-RGB
Tobin, Riv.—Rights 'n Wrongs—Riv Tobin ..... CNS
Tourret, Pat & Jenny Butterworth—Tiffany Jones ..... PHS
Trahey, Jane—Me, Jane ..... CTN
Trexler, Pat—Pat's Pointers Needlework ..... PHS
Trinidad, Corky—Corky Editorial Cartoon ..... LAT
Trocht, Don & John Liney—Henry .... KFS
Trohan, Walter—Report From Washington ..... CTN
Truman, Rev. Lee—Let's Talk ..... CNS
Tubbesing, Robert L., Carl Payne Tobey—This Week in Astrology .... ESS-NEA
Tully, Andrew—Capital Fare ..... MCN
Tune, Buford—Dotty ..... PHS-MIL-CDN
Tuomey, Douglas—Homeowners Money Savers ..... GFC
Turner, Dick—Carnival—(plus Mr. Merrywether) ..... ESS-NEA
Turner, Harry—Potomac Fever ..... RTS
Turner, Morrie—Wee Pals ..... RTS

U

Udall, Stewart L.—Udall on the Environment ..... NE
Uluschak, Edward—Uluschak Cartoons .. MIL
Urbank, Ed—Moonchildren ..... SAW
Unwin, Jim & June—Sandy ..... HPS

V

Van Buren, Abigail—Dear Abby ..... CTN
Van Buren, Raeburn—Abbe An' Slats ..... UFS
Van Campen, A. G.—Truth For Today: Let's Ask the Bible ..... GLS
Van Dellen Dr. Theodore R.—Health .. CTN
Van Dellen, Dr. Theodore R.—How to Keep Your Child Well ..... CTN
Van Denburgh, Russell—Mutual Funds CNS
Van Hall, A. F.,—How does it Work? ..... DWL-BM
Van Horne, Harriet—Van Horne Column LAT
Vanderbilt, Amy—Amy Vanderbilt's Etiquette ..... LAT
Varney, Carleton—Your Family Decorator ..... AD
Vaughn, Bill—Parting Shots BM-DWL-NANA-MIL-WNS
Vaughan, Bill—Vaughn at Large .. BM-DWL
Vega, Roger—Aladdin's Lamp ..... GFC
Vermer, Al—Pricilla's Pop .... ESS-NEA
Ver Meulen, Jeanette—Mini-Parade of The U.N. ..... CDF
Vesey, Arthur—Report From Europe .. CTN
Von Eckhardt, Wolf—Cityscape ..... LTWP
Von, Gene—You Can Fix It ..... WLG-MS
Vydra, Frank—Mr. Sandman ..... NNS

W

Wagner, Philip—Philip Wagner Column. WAG
Waldner, Francesco—Daily Horoscope .. MIL
Waldron, Ann—World of Waldron .... CTN
Walker, Harold Blake—Living Faith .. CTN
Walker, Harold Blake—Looking Up At Life ..... CTN
Walker Katherine B.—Indoor Gardening ..... PHS-MIL-CDN
Walker, Mort—Beetle Bailey ..... KFS
Walker, Mort and Dik Browne—Hi and Lois ..... KFS-RGB
Walker, Mort—Boner's Ark Addison ... KFS
Walker, Sherman—Stars Above ..... LAT
Wallace, William—The Sixties ..... WAL
Wallmeyer, Dick—Wallmeyer Cartoons .. RTS
Walters, Ned—Travel Time ..... ICS
Walton, Robert W.—A Time For Living UNP
Wanstall, Anne—Cooking ..... TSS
Ward, Gene—Ward To The Wise ..... CTN
Werner, Denis—Denis Warner On Asia RTS
Warren, L. D.—Editorial Cartoons .... NWS
Waugh, Coulton—Junior Editors ..... APN
Wayne, Bruce—Bateave Hot Line ..... LED
Weaver, Peter—Mind Your Money .... LAT
Webb, Paul—The Mountain Boys ..... CF
Weber, Bob—Moose ..... KFS
Weber, Dick—Bowling At Its Best .... GFC
Webster, H. T.—H. T. Webster Cartoons SM
Weiser William—Space I.Q. ..... CF
Weis, J. Paul—Coins Count ..... CNS
Weis, J. Paul—Keeping Posted ..... CNS
Weiss, Julius—International Adventure (Numismatic) ..... WEI
Weiss, Julius—International Adventure (Philatelic) ..... WEI
Weiss, Julius—Stamp & Coin News From America ..... WEI
Weiss, Rube—Around Town ..... BLA
Weiss, Rube: Lee Bryan—Have Fun .... BLA
Weiss, Rube—Josh Billings ..... BLA
Weiss, Rube—Live 'n Laff ..... BLA
West, Dick—The Lighter Side ..... UPI
Westell, Anthony—Ottawa Perspective .. TSS
Westley, John J.—On The Wire ..... DIS
Westerdale, Jeanne—The Light Touch .. GLE
Wheeler, Laura: Alice Brooks—Needlecraft Pattern Features ..... KFS
Whims, Howard, Stanley H. Brams—Rod Chance ..... CF
Whitacre, Donald—Curious Facts ..... CFF
White, Leo—TV Starscramble .. BM-DWL-CF
White, Leo—Little People's Puzzle .. UFS
White, William S.—William S. White Column—Washington ..... UFS
Whiting, D. P., D. M. Fleming—Prize-Week Crossword ..... DLW-BM
Whiting, Jim and Larry Hurb—Ad Libs . GFC
Whiting, Jim—Li'l Ones ..... GFC
Whiting, Jim—Wee Women ..... GFC
Whitman Roger C.—First Aid To The Ailing House ..... BM-DWL
Wicks, Ben—Wicks Editorial Cartoon .. LAT
Wicks, Ben—Ben Wicks ..... TTS
Wicker, Tom—Wicker Column ..... NYT
Widener, Alice—Widener Column ..... USA
Wilbur, Claire—Gripping-Enthralling-Dramatic Series ..... CF
Wiley, Nan—Let's Ask the Cook ..... RTS
Wilkens, Emily—New You, A ..... KFS
Wilkins, Roy—Roy Wilkins Column .... RTS
Wilkinson, Charlotte—Your Fashion Image CW
Williams, Bill—Dolly ..... PHS
Williams, D. C.—Better English ... WLG-MS
Williams, Margaret—Travel ..... EPS
Williams, M. R.—Justice Said ..... LAT
Williamson Al & Archie Goodwin—Secret Agent Corrigan ..... KFS
Williamson, Porter B.—The Constitution MSC
Williamson, Porter B.—Government Contract Administration ..... MSC
Wills, Garry—Out Rider ..... UNP
Wilson, Earl—It Happened Last Night . PHS
Night ..... PHS
Wilson, Graham—Anniversary Story ..... CF
Wilson, Ray—Ray Wilson on Broadway ..NEW
Wilson, Richard—Interpretive Report .. RTS
Winford, Carlton—Punography ..... WIN
Winford, Carlton—Watcha Get ..... WIN
Wing, Ashton—Between Us Girls ..... AF
Wing, Joe—The Good Earth Crusade And What You Can Do About It ..... APN
Wingert, Dick—Hubert ..... KFS-TSS
Wise, Chris—Continental Column ..... HF
Witten, Lee—Hollywood Profiles ..... OPS
Wohl, Jack—PIXies ..... UFS
Wohl, Jack—Versus ..... KFS
Wolf, Earle—Wolf Carton ..... NCW
Wolfe, George—Pops ..... SM
Wolfe, George—Citizen George ..... SM
Woliston, Jack—Boating ..... UPI
Wolters, Larry—Gag Bag ..... CTN
Wood, Morrison—For Men Only Cooking ..... CTN
Woodman, Ken—Memo to Caesar ..... HPS
Woolsey, Bonnie—Quizoons and Quoteoons ..... WOO
Woon, Basil—Today's Wine ..... FED
Woon, Basil—The World & Basil Woon FED
Wright, Dr. A.—Dr. Wright's Medical Advice ..... BPS
Wright, Anne—Beauty Nook ..... TTS
Wright, Bill & Sarge O'Neill—Lippy The Yippi ..... SOU
Wright, Bill—Politics ..... SOU
Wright, Bill—Football Follys ..... SOU
Wright, Bill—Treasures In Your Attic SOU
Wright, Doug—Tickytacky Township .... TTS
Wunder, George—Terry and The Pirates ..... CTN
Wyden, Barbara W.—Today's Parent .. NYS

Y

Yarmon, Betty—Family Finance ..... WNS
Yates, Bill—Professor... Phumble ..... KFS
York, Robert—Still At Large ..... AF
Young, Chic—Blondie ..... KFS-TSS
Young, Dick—Young Ideas ..... CTN
Young, John K.—The View From Point Blank ..... CDF
Young, Lyman; Robert Young; Tom Massey—Tim Tyler's Luck .... KFS-RGB
Young, Marjabelle—Good Manners for Children ..... BM-DWL
Young, Scott—Scott Young ..... TTS
Young, Whitney M. Jr.—To Be Equal .. NAT

Z

Zeis, Joe; Betty Swords; Rod de Sarro; Cathy Joachim; Jeff Keate; Frank Owen; Reamer Keller; Tom Henderson—Panel Parcel—Today's Laugh ..... CTN
Zschiesche, Robert D.—Zschiesche's Editorial Cartoons ..... KFS

A SPARKLING ARRAY:

STANTON DELAPLANE — **TRAVEL**
"Postcard from Delaplane"—humorous articles, 5 per week.
"Around the World with Delaplane"—questions and answers, once a week.

DR. FRANK MILLER — **PETS**
"The Wonderful World of Animals"—advice from a practicing veterinarian, Q. and A. Illustrated by Hubert Buel, daily or Sunday only.

ARTHUR HOPPE — **SATIRE**
"The best political humorist in the country," 3 per week.

ASK ANDY — **CHILDREN**
Children's science feature, Q. and A. format, 6 per week.

TERRENCE O'FLAHERTY — **TELEVISION**
Sharp, entertaining views of the TV scene. "Assignment: TV," once a week.

COUNT MARCO — **WOMEN**
The man women love to hate, 6 per week.

CHARLES McCABE — **COMMENT**
Vitriol and wisdom from a master stylist, once a week.

WILLIAM OTTERBURN-HALL — **MOVIES**
He travels the world in search of the stars, once a week.

HERB CAEN — **SAN FRANCISCO**
The best of Herb—"It's News To Me," 3 per week.

ART'S GALLERY — **PANEL**
Old-fashioned prints with zesty, contemporary captions. 6 per week.

OF WOMEN, BY WOMEN, FOR WOMEN — **WOMEN**
Timely articles, written and researched by top reporters. 2 per month.

MILTON MOSKOWITZ — **BUSINESS**
"The Money Tree"—Big business from the consumer's viewpoint, 3 per week.

REV. LESTER KINSOLVING — **RELIGION**
"Religion Today"-Penetrating reports on the turbulent world of religion. once a week.

ABE MELLINKOFF — **OPINION**
"Morning Report"—brief and pungent paragraphs, 5 per week.

ODD BODKINS — **COMIC STRIP**
Dan O'Neill's wild characters in a weird but familiar world, 6 per week.

EDMUND STEVENS — **RUSSIAN LIFE**
"Our Man In Moscow"—Life in the Soviet Union today, once a week.

Chronicle Features

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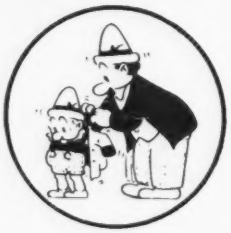
ABBIE AN' SLATS
by Raeburn Van Buren

THERE OUGHTA BE A LAW
by Shorten-Whipple

DAVY JONES
by Leff-Boring

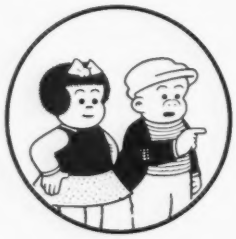


FERD'NAND
by Mik

GORDO
by Gus Arriola

ANOTHER VIEW
by John Stees

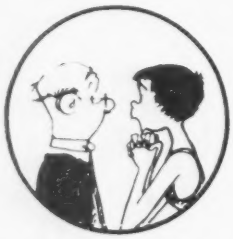
GUMMER STREET
by Phil Krohn



NANCY
by Ernie Bushmiller

PEANUTS
by Charles M. Schulz

THE GOOD OLD DAYS
by Erwin L. Hess



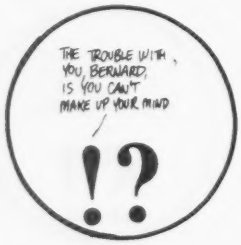
EMMY LOU
by Marty Links

TARZAN
by Edgar Rice Burroughs

THE CAPTAIN AND THE KIKS
by John Dirks

THE DROPOUTS
by Howard Post

EB and FLO
by Paul Sellers



PIXies
by Jack Wohl

GINGER
by Gettermann

THE BOSLEYS
by John Stees

ZODY
by Marv Myers

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TWA award program is under review

Because of a wave of criticism levelled at awards in Journalism lately, the public relations department of Trans World Airlines is making a survey to help it decide whether to discontinue the TWA Writing and Picture Competition that has run for 32 years.

The 1970 competition, with $100 cash awards in 14 newspaper, magazine, television-radio and photographic categories will be conducted, Gordon Gilmore, PR vicepresident, announced. The competition embraces material published or broadcast between September 19, 1969 and September 15, 1970.

Gilmore explained in a letter to editors and other interested persons that his survey was prompted by a report in the *Columbia Journalism Review* (Spring, 1970) which indicated that the TWA contest may have outlived its usefulness as far as newsmen are concerned.

"Are the mysteries and uncertainties of aviation now of general knowledge and no longer in need of minterpretation to the public by journalists?" he asked.

'Tarnished Prizes'

The *Wall Street Journal* (April 10) published an article by Frederick C. Klein, entitled "Tarnished Prizes Tempt the Press." This questioned the the awards for specialized ethics and merits of some of writing, photography, etc.

Gilmore observed that the study made by Columbia Journalism Review made the general conclusion that about one-third of the editors and one-third of the reporters queried said awards contribute to better journalism. A majority agreed that reporters can accept such awards as the Pulitzers and those given by Sigma Delta Chi and local press clubs in good conscience.

As for awards given by TWA, the American Trucking Association and the J. C. Penney Co. the scores indicated that only 25% of the editors and reporters felt they could be accepted in good conscience.

Gilmore commented: "Considering the enthusiasm with which publications in general have publicized the winning of a TWA award by one of their staff, we have felt that we were doing something constructive, not only for a better understanding of civil aviation but for journalism as well.

"We would like to continue the competition if it continues to serve a worthy purpose. However, the published findings of the Columbia poll on journalism contests in general have given us second thoughts."

•

Realtors' group renews annual writing awards

The sixth annual creative reporting contest for real estate editors and writers is announced by L. Allen Morris, Miami, chairman of the Realtor-Public Relations Committee of the National Association of Real Estate Boards.

Open to all real estate editors and writers employed by magazines and newspapers whose major distribution is to the general public, the NAREB-sponsored contest aims to stimulate creative and imaginative reporting and writing on real estate subjects, Morris said.

Prizes of $100 for first, $75 for second, and $50 for third will be awarded in each of four categories, together with appropriate mementos to all winners, including honorable mention.

Prize categories

The four categories are: a story or series of stories attracting the broadest reader interest, a column of interpretive report, a story of series on the upgrading of a community of neighborhood, and, in cooperation with the American Land Title Association, a story or series providing home buyer education.

Entries, limited to one per person in each category, must be submitted no later than September 15, and awards will be presented in November in Chicago during the annual convention of NAREB.

Contest rules are available from the Department of Public Relations, National Association of Real Estate Boards, 1300 Connecticut Avenue, N.W., Washington, D.C. 20036.

•

Old papers saved

The New Jersey State Library, some local libraries and the New Jersey Historical Commission has begun a program to microfilm copies of early newspapers dating back almost 200 years. The newspaper preservation project will involve an expenditure of $15,000 this year.

Boat makers widen scope of contest

The board of directors of the National Association of Engine and Boat Manufacturers has revised the Thomas Fleming Day Award competition to broaden the scope of the award to include more professional journalists.

The Day Award now will be called the NAEBM Directors Award and will be given for "Extraordinary Service to the Sport of Boating in Communications." Candidates for the award must be professional practitioners serving newspapers, magazines, wire services, feature syndicates, radio or television stations, either as staff members or regular contributors. Previously, the award was given only to newspaper boating editors, writers, cartoonists and photographers.

The Thomas Fleming Day Scholarship at Boston University's School of Communications, Journalism Division, will continue as part of the program, but the Directors initiated a change in the grant. Henceforth, the student receiving the scholarship will be provided with a five-week work opportunity in boating public relations during the period of the National Boat Show in New York. The University's Division of Journalism will continue to make the selection of the winning student.

Selection of the winner of the NAEBM Directors Award will be made by a three-man subcommittee of the board of directors from nominations submitted by representatives of NAEBM member companies and board members. The winning writer, editor, or photographer will receive $1,000 and a certificate at the time of the National Boat Show.

The award was established in 1958 and was named in honor of the founding editor of America's first-published boating magazine, *Rudder*. Thomas Fleming Day twice crossed the Atlantic in small craft, first in a 25-foot yawl in 1910 and then in the 35-foot gasoline-powered cruiser, Detroit, in 1912.

•

P&O ads appear

P&O Lines (North America) is using newspaper travel sections of 27 United States and Canadian markets in large ad releases slated for Sunday editions during August.

Missouri adds prize for business writing

A new $1,000 award for excellence in business and financial journalism will be given to a reporter for a business-trade publication, it was announced by Franklin N. Karmatz, director of the business journalism awards program at the University of Missouri-Columbia.

Five $1,000 awards are given annually to weekly newspapers, small and large daily newspapers, and to generally circulated magazines. The new category for awards makes about 3,000 business publications eligible for the writing competition.

The awards, established in 1964, are made possible by a grant from the Independent Natural Gas Association of America, is to encourage distinguished writing in the field of busness journalism, and to show recognition to business writers for excellence in reporting.

•

4 Alabama newspapers win excellence awards

Four state newspapers won awards for excellence in the annual Better Newspaper Contest sponsored by the Alabama Press Association

The *Huntsville Times*, the *Tuscaloosa News*, *Auburn Bulletin* and the *Sun* of Prattville were recognized as being outstanding in all aspects of news coverage, advertising enterprise, typographical appearance and production.

Gold certificates were prepresented to publishers of the newspapers at the APA meeting in Gulf Shores on July 25.

Karl Elebash Jr., president of the sponsoring organization and publisher of *Graphic* of Tuscaloosa, announced the winners. Thirty-nine papers vied in the General Excellence category. Daily newspapers competed in the program for the first time.

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Corporate image unit formed by JWT

J. Walter Thompson Co., has formed a Corporate Communication Group to create greater public recognition of corporations and institutions and to generate an interest in their objectives and accomplishments.

The specialized unit is comprised of advertising, public relations and market research personnel. Joseph Brouillard is heading the unit, which has recently acquired Eaton Yale & Towne, Amprop Inc. and Gramco as accounts.

PHOTOGRAPHY

Picture of the day chosen for 'smash'

"When a picture, local or wire, gives the news room a laugh you can be certain we will eventually share it with our readers," commented Jack Louis Allen, picture editor of the *Columbus* (Ohio) *Dispatch*, in discussing the full-page "Feature Picture of the Day" inaugurated by the newspaper this Spring.

"The Feature Page has inspired everyone on the news desk and city desk to eyeball every picture for possible use and has inspired our photographers to give second thoughts about passing up a weird, silly or odd shot," he said. "They love the display and like seeing their photo credit in 24 point type."

Managing Editor Robert B. Smith of the Dispatch, in stressing the "smash effect" selection of the pictures, said that an attempt is made to use four full-pages every week. "But sometimes, due to space limitations, we must settle for three."

In also noting the frequent loss of picture pages to increased news demands or late advertising insertions, Allen said the old system of multiple print approach proved both expensive and time-consuming for a one-run shot.

"So, we decided to try the single picture approach, not knowing how management or the reader would react. Both responded favorably, and we frequently have numerous letters and phone calls asking for the original print.

"On the single picture approach, the photo must be of good enough quality to stand up under such drastic enlargement, as well as be of a singular topic in order not to clutter up the page."

The basic test, Allen continued, is whether the photograph will cause the reader to do a double take and wonder, "What in the world?" Or make the reader go, "Aw, isn't that cute?"

Typical feature pictures of the day are shown on this and the facing page.

"HOME DELIVERY" by Ken Chamberlain

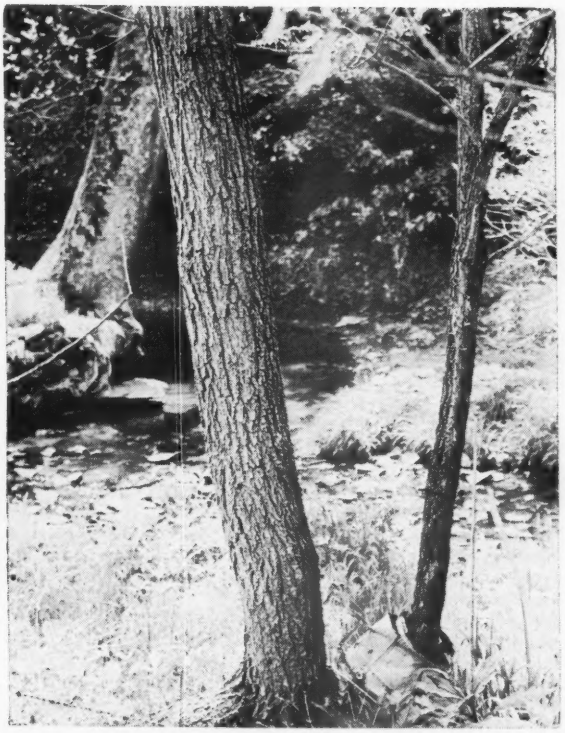
"WATCH THAT FIRST STEP" (United Press International)

"NEW DOG, OLD TRICK" (Associated Press)

"CONFRONTATION" by William Blackstone

"DOWN THE HATCH" (United Press International)

"MAN FOILED AGAIN" by Fred Shannon



"NATURE DOMINATES AGAIN" by Fred Shannon

news-people

BEGINNING A TRADITION—Sidney R. Jones, left, winner of the first Gene Robb Journalism Scholarship, sits with Mrs. Robb, who awarded the scholarship at the Robb home in Loudonville, N.Y. Miss Jones will use the $1,000 scholarship at New College in Sarasota, Fla. The scholarship was established by friends of the late publisher of the Capital Newspapers at Albany and former president of the American Newspaper Publishers Association.

Executives are named on New Bedford paper

Gerald T. Tache, former general manager of the *Standard-Times*, has assumed duties as publisher of the New Bedford, Mass., daily and Sunday newspaper, succeeding James H. Ottaway Jr who becomes president of Ottaway Newspapers Inc., with headquaters at Campbell Hall, N.Y., when the group merges with Dow Jones and Company, Inc., on August 1.

In the managerial changeover, G. Everett Hill, former assistant vicepresident of Ottaway Newpapers-Radio Inc., was named general manager of the Standard-Times; Richard P. Barker, former assistant to the general manager, was named assistant general manager, and Donald J. Garyantes, former assistant mechanical superintendent, was named production director.

How to protect yourself against Publishers Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U. S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office. **Employers Reinsurance Corp., 21 West 10th, Kansas City, Missouri 64105. Other U. S. offices: New York, San Francisco, Chicago, Atlanta.**

Ed Stoll heads NAREB office in Washington

Edwin L. Stoll, director of public relations of the National Association of Real Estate Boards, has been appointed Staff vicepresident—public affairs and director of the Washington office.

Stoll succeeds Charles T. Stewart, who died recently.

John C. Williamson continues as director of the department of governmental relations, and Mrs. Catherine Martini as director of the department of research. The office of director of the department of civic relations remains unfilled.

Stoll continues as director of the department of public relations, a post he has held for 15 years, and as editor of *Realtor's Headlines*, the weekly newsletter. He serves also as manager of the advertising program of the Association.

He joined NAREB in the summer of 1946 after leaving active duty with the Army. During his five years of service during World War II, Lt. Col. Stoll held several public relations assignments in this country and with the Fifth Army in Italy, in addition to operational and administrative duty with an antiaircraft battalion, Army headquarters, and the Pentagon.

Before entering active duty with the Army in 1941, Stoll was a reporter for the *Chicago Tribune* for four years, specializing in financial news, among other assignments.

Wesley Small retires; ran paper 48 years

Wesley P. Small retired July 15 after 48 years as editor and publisher of the *Herkimer* (N.Y.) *Evening Telegram*, beginning at the age of 22 upon the death of his father, Edward Small, who acquired the newspaper in 1898.

Small, a graduate of the Columbia University Graduate School of Journalism in 1922, had remained as titular publisher after selling the family-owned newspaper in 1965 to Thomson Newspapers, Inc.

The announcement said no successor publisher would be named. E. J. Leahy, formerly with the *Elmira* (N.Y.) *Star-Gazette*, is general manager.

* * *

NEILSEN B. O'REAR, former state editor of the *Montgomery* (Ala.) *Advertiser*, more recently information officer of the Grand Junction (Colo.) office of the Atomic Energy Commission—retired.

* * *

WILLIAM EWALD, a former television critic for United Press International and an associate editor of *Newsweek*—now editor-in-chief of the Literary Guild of America.

* * *

STEVEN H. YOLEN—named bureau manager for United Press International in Sao Paulo, Brazil. He has been executive assistant to WILLIAM H. MCCALL, UPI general manager for South America.

* * *

KENNETH R. CLARK—from UPI bureau manager at Santa Fe, N. M. to Denver as regional executive for Colorado and Wyoming, succeeding ROBERT E. COX, who resigned.

Edwin L. Stoll

Executive changes at Troy Record Co.

Joseph J. LaChapelle, vice president, treasurer and general manager of the Troy (N.Y.) Record Company, will conclude 47 years of service with the Record Newspapers August 1 by retirement.

LaChapelle will be succeeded by Walter J. Benedett, secretary and assistant treasurer of the company, who was elected vicepresident, treasurer and general manager by the board of directors.

The directors also have elected James T. Viger, Troy attorney, secretary of the company, and have elected John F. Clark, advertising director of the Record Newspapers, to membership on the board. Clark is the grandson of the first editor of the Record, the late Frank W. Joslin.

LaChapelle became associated with the Record Newspapers in 1923 in the business office.

Benedett has been affiliated with the Record Newspapers for 41 years, having joined the circulation staff in 1928.

* * *

LAYHMOND ROBINSON, a *New York Times*, reporter, 1950-65—now chief information officer for the New York City Health and Hospitals Corporation.

* * *

EUSTACE GAY SR. has succeeded the late E. WASHINGTON RHODES as chief executive of the *Philadelphia* (Pa.) *Tribune*, twice-weekly newspaper.

* * *

MICHAEL E. MCMAHON, communications manager of Reuters Ltd. in North America, has moved to the American Bankers Association as manager of data communications.

* * *

JON WASHINGTON, former sports writer for the *Los Angeles Herald-Examiner*—now a publicity officer for the Bank of America in Los Angeles.

* * *

KEITH FULLER, industrial relations director of McClatchy Newspapers in California—named director of employe relations and operations at McClatchy Newspapers and Broadcasting.

* * *

CARL H. BOEHRINGER, a *Detroit News* reporter, in the 1920's, has been appointed executive director of the American Chamber of Commerce in Hong Kong.

in the news

WHAT MAKES A NEWSPAPER GREAT.—Some of the college students who are working for the Minneapolis Star and the Minneapolis Tribune observe how pages are made up in the composing room to learn how it's done. From left: John Kelzenberg, advertising; Michael Benson, circulation; Don Woutat, newsroom; and Cynthia Johnson, newsroom.

Mrs. Donnelly named editor of weekly

Mrs. Lucia B. Donnelly, has taken over the editorship of the 11,000 circulation, *Westport* (Conn.) *News*, according to the publisher, B. V. Brooks Jr.

Mrs. Donnelly is the former managing editor of the *Daily Town Crier*, of Westport, which recently suspended publication.

Prior to moving to Westport, Mrs. Donnelly worked for newspapers in Westchester County (N.Y.) and in the South.

* * *

M. J. O'BRIEN—from copy editor to assistant state editor of the *Miami* (Fla.) *Herald*.

* * *

G. PATRICK LAMB—from the UPI bureau staff at Albuquerque, N. M. to bureau manager at Santa Fe.

* * *

CLIFFORD CHAPMAN, whose McClatchy Newspapers' career started as a copy boy, has been named national advertising manager of the *Sacramento* (Calif.) *Bee*.

* * *

NANCY DAY, from the *Rock Island* (Ill.) *Argus* and the *Champaign-Urbana* (Ill.) *Courier;* MARSHA GREEN, *Sacramento* (Calif.) *Union*, and PAUL SCANLON, *Wall Street Journal* to *Palo Alto* (Calif.) *Times* news staff.

Changes at Fairchild

Wight Martindale Jr. has been named editor of *Home Furnishings Daily*.

His former position as editor of *Metalworking News* will be filled by Robert J. Mastro.

Martindale succeeds Edward McLaughlin who will aid the various Fairchild Publications newspapers as they undergo the transition from letterpress to offset printing.

Col. Whiteside joins group with peace aim

Lt. Col. John J. Whiteside, Air Force spokesman in metropolitan New York, retired July 31, culminating a 27 year military career which began at Shephard AFB, Texas, in 1943.

A master navigator, the colonel flew 40 combat missions in the Central Pacific during World War II. In 1960, Colonel Whiteside attended Air Command and Staff College after which he became the Air Force chief of public information at Cape Canaveral.

His next assignment was chief of public information with Seventh Air Force in Vietnam.

Prior to his assignment as chief, New York Office of Information, the colonel served as director of information for the Air Force Systems Command's Aeronautical Systems Division at Wright Patterson AFB, Ohio.

Colonel Whiteside will become executive director of the Committee for the Future, an organization sponsored by the Center of American Living, Inc. The Committee advocates a national goal to explore and settle new worlds in space as a solution to earth problems.

* * *

GORDON SINCLAIR, managing editor, *Santa Cruz* (Calif.) *Sentinel*—to editor, a post formerly held by FRED MCPHERSON JR, retired editor and publisher.

Charles E. Fry

Memphis papers name circulation director

Charles E. Fry has been named circulation director of the *Commercial Appeal* and *Memphis Press-Scimitar* in Memphis, Tennessee. The announcement was made by W. Frank Aycock, Jr., president and business manager of Memphis Publishing Company, and is effective August 10.

Fry, a graduate of the University of Miami with a Bachelor of Law degree, has been circulation manager of *The Miami News* since 1968. He practiced law until 1961 when he joined *The Miami Herald* as manager of single sales. In 1964 he was appointed state circulation manager. He served with the U. S. Navy and was discharged in 1947.

* * *

GEORGE JOHNSON—appointed press relations manager for Liberty Corp. in Greenville, S. C. after stint as news bureau director at Furman University, also in Greenville. He is a former reporter for the *Greenville Piedmont* and serves as parttime copy editor for the *Greenville News*.

TUBERCULIN SKIN TEST is being provided free to employes of the Baltimore (Md.) News American in a program conducted by the City Health Department. The Hearst paper underwrites the cost of pills where medication is prescribed. Helen Southerington is getting an injection from nurse Audry Burke as Mrs. Frances Taylor, TB prevention officer, observes.

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XUM

LAYOUT AND DESIGN

Editorial pages in Canada

By Howard B. Taylor

Editorial Consultant, Copley International Corp.

These are the editorial-page winners in this year's John A. MacLaren competition for graphic excellence in Canadian newspapers.

The *Western Star* of Corner Brook, Newfoundland, was adjudged first among newspapers with less than 30,000 circulation. It's a p.m. paper with 10,000 circulation in a city of 28,000.

The *Toronto Globe and Mail* won first place among dailies with circulation in excess of 30,000. It's an a.m. with 270,000 in a city of 770,000.

The contests are sponsored by the MacLaren Advertising Co., Limited, of Toronto. This was the 10th annual contest. Ninety-seven Canadian dailies competed.

The serene dignity of the two winning pages impressed the judges. Everything seems to be understated. Or better, perhaps, nothing is overstated. You can argue so much that you undermine your arguments, you know, so perhaps editorial opinions should be expressed quietly and in a format that invites and expects leisurely reading.

These are venerable newspapers. The Globe and Mail is 125 years old and the Western Star is 69.

All-down heads are used in both pages. Canadian newspapers were among the first in this part of the world to go to the all-down style and many are using it.

The Western Star uses a five-column format with abundant space everywhere. The Globe and Mail uses a variety of body sets that lend identity to each of its departments.

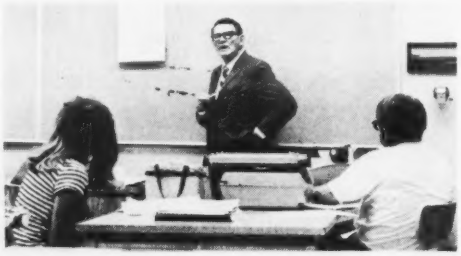
In both papers, the space above and below headlines is worth noting. There's five and one-half picas of air (after shrinkage) above the head on the Paramorphic column in the box in lower left of the Globe and Mail. Then, there is one pica between head and by-line and 18 points between by-line and lead.

In upper right of the Globe and Mail, there are 18 points above and below the head.

One-line heads are used for everything on the two pages. In all cases, they are centered, even in the kicker-combination in the Western Star.

Many newspapers, styled to flush left on heads, also set their one-liners that way. It's better to center one-line heads. For some reason they look better with equal amounts of white space on each end.

George C. Sinclair is head of the MacLaren Company. Its graphic-excellence competitions have contributed to improved newspapers throughout Canada. And Canada has many fine ones.



Howard Taylor conducts a Newspaper Fund workshop for high school journalism teachers at California State College in Fullerton.

pr/index DIRECTORY of PRESS CONTACTS

PR/INDEX is a regular E&P feature appearing in the first issue of each month. Listings are published as advertising by the companies and organizations listed.

If you mail press contact lists to newspapers, your advertisement belongs in PR/INDEX. Write for your complete PR/INDEX kit, or use coupon to order your listing.

AGRICULTURE

FARM FACTS & PHOTOS—Photos, slides, motion footage, background information on farm equipment and mechanized farming. B&W prints readily available; others may take a little longer. Dept. 382-EP, New Holland Div. of Sperry Rand, New Holland, Pa. 17557. (717-354-2121). We're never too busy to check the file!

BEEF CATTLE PICTURES—Photos, drawings, 4x5 color transparencies, 35mm slides of Angus cattle on farms and ranches or individual animals. Also feature stories on beef cattle & Angus cattlemen. Write for information or to inspect file of 50 black and white 8X10 photos. American Angus Assn., 3201 Frederick, St. Joseph, Mo. 64501.

AIRLINES

ALLEGHENY AIRLINES—Major airline serving 106 cities in 17 states and Toronto, Canada. Photos, B&W and color, on request. Ready to assist in feature development, hard news gathering, TV and Radio spots. Jack King, vice president—Public Affairs; Dave Shipley, director—Public Relations; Pete Wasoner, manager—News Bureau; c/o Allegheny Airlines, Washington National Airport, Washington, D.C. 20001 202/347-9660

AVIATION

AIRCRAFT OWNERS AND PILOTS ASSOCIATION (AOPA)
Largest general aviation organization representing 150,000 members. News and comment about general aviation, the largest segment of air transportation. Contact Charles Spence, Director Public Relations, AOPA Box 5800, Washington, D.C. Telephone (301) 654-0500.

EDP—COMPUTER

DIGITAL EQUIPMENT CORPORATION—Information on small-, medium-, and large-scale digital computers and electronic circuit modules, the basic building blocks of automation. Contact Mark Nigberg, manager, public relations, Digital Equipment Corp., 146 Main Street, Maynard, Mass. 01754. Phone (617) 897-5111.

ELECTRONICS

LATEST DEVELOPMENTS in subscription TV and consumer electronics: color TV, stereo, research. Press releases, background fact sheets, 8x10 B/W photos, transparencies upon request. Other background on hearing aids, FM broadcasting, TV and radio products for the home and outdoors. Write Public Relations Dept., Zenith Radio Corporation, 1900 N. Austin Avenue, Chicago—60639, or call 312-745-5035.

HOUSING: MANUFACTURED

FACTS, PHOTOS, NEWS FEATURES on mobile and modular housing which provided 67% of all home sales under $25,000 last yr. Up date your knowledge: Write Jerry Bagley, PR Director, Mobile Homes Manufacturers Assn., 6650 Northwest Hwy., Chicago, Ill. 60631.

INSURANCE

ALLSTATE INSURANCE COMPANIES—Information on automobile, boatowners, homeowners, health, life insurance; traffic safety, driver education, travel. Contact Raymond P. Ewing, Assistant Public Affairs Director, Allstate Plaza. Northbrook, Ill. Phone (312) 291-5086.

ROYAL-GLOBE INSURANCE COMPANIES—For Information on personal and commercial property and casualty coverages and services here and abroad. **Contact:** Robert W. Kirschbaum, Director of Public Relations and Advertising. Robert H. Prall, Manager, Public Relations. Marjorie Black, Public Relations Representative, 150 William Street, New York 10038. Telephone: (212) 732-8400.

INSURANCE COMPANY OF NORTH AMERICA—Information on insurance coverages, with particular emphasis on innovations in the areas of rehabilitation, MEND and the INA MEND Institute; safety; loss prevention control and defensive driving; and all lines of property, liability, life, health and accident insurance. Contact: Stephen R. Lawrence. Director of Public Relations, 1600 Arch Street, Philadelphia, Pa., 19101.

INSURANCE INFORMATION INSTITUTE—Prompt, authoritative information on automobile, home and other forms of property and liability insurance through a network of twelve offices located around the country. For a Fact Book about insurance, write to the Institute at 110 William Street, New York, N.Y. 10038. For answers to your questions about property and liability insurance, call (212) 233-7650.

INSURANCE

THE TRAVELERS CORPORATION—Information on financial planning, mutual funds, variable annuities, all personal, business insurance; mortgage, real estate investing, investment management, data processing systems. Paul D. Schmanska, Manager, Public Information Dept., One Tower Square, Hartford, Conn., 06115 (203) 277-2779.

NEW PRODUCTS

NEW INDUSTRIAL AND CONSUMER products from Holland. Press releases and 8x10 B/W photos are yours for the asking. Products are designed specifically for the American and Canadian markets. These releases and special press articles are written for new product columns, features, featurettes and/or fillers in all communications media. Write or call. Publicity Department, Netherlands Consulate General, 10 Rockefeller Plaza, New York, N.Y. 10020; Phone (212) 246-1429.

NUCLEAR ENERGY

FOR FACTS, BACKGROUND ON NUCLEAR industry developments, call on the Atomic Industrial Forum, an international clearinghouse. Technical staffers and information specialists can arrange press briefings, tours, interviews. Are you on our mailing list? Contact Carl Goldstein, assistant public affairs manager, AIF, 850 Third Ave., New York 10022 or call 212/PLaza 4-1075.

To: Editor & Publisher
850 Third Avenue, New York, N. Y. 10022

Please insert the following copy beginning next month for ..... monthly PR/INDEX listings, and invoice at the lowest appropriate rate, under category heading. .....

COPY:

This hereby authorizes Editor & Publisher to publish copy indicated in PR/INDEX at frequency and rates indicated below.

NAME ..... COMPANY .....

ADDRESS .....

RATES: Six-line minimum Insertion, $3 per line for 12 PR/INDEX issues, (first issue of the month), $216 total for 1-year minimum listing. Listing for less than 12 months, $4 per line for 6-line minimum listing. Listings of 35 lines or over in one issue earn 10% discount on either rate.

PROMOTION

Rope on one river, canoe on another

By George Wilt

Two New York state rivers came into play in a pair of recent promotions by Capital Newspapers.

The Mohawk River was the scene of a giant tug-of-war to settle an ancient argument between towns on opposite banks, under the sponsorship of the *Schenectady* (N.Y.) *Union-Star*, a member of the Capital Newspapers Division of the Hearst Corporation.

The Hudson River provided the setting for a 134-mile, two-week canoe trip by a reporter-photographer team who made the junket to get a words-and-pictures story on the state of the river, sorely hit by pollution.

Two Schenectady suburbs, Rotterdam and Glenville, located on opposite banks of the Mohawk, are celebrating their 150th anniversary this year. Because there is no existing record of a specific hour to determine which town is older, a cross-river tug-of-war was devised to settle the age-old argument.

The Union-Star sponsored the contest between 150-man teams from each town, with a giant quarter-mile length of rope stretched across the Mohawk. After seven minutes of red-faced tugging, Rotterdam's team began sliding into the river. Glenville claimed victory. The losers cried 'foul' charging that 20 or so pro-Glenville spectators among the wildly cheering crowd of 25,000 townsfolk had jumped into the act, giving the underdogs the extra 'oomph' needed to turn the tide.

The judges called the match void, and hope that the decision will be settled in a second tug-of-war, 150 years hence.

Meanwhile, on the Hudson, the *Albany Times-Union* sent a team of "Hudsonauts"—reporter Mickey Palmer and photographer Joe Higgins—off on a 134-mile trip of two-week duration in a canoe dubbed "The Quarter Moon."

The newspaper invited mayors of cities along the route, state and civic leaders and conservationists to appropriate launching and christening ceremonies, to call attention to the promotion. Daily news stories and photographs published during the trip's duration told of the condition of the river, and the people who live near it, and use its water, according to Stan Levine, promotion manager.

Photographer Joe Higgins and reporter Mickey Palmer sail down the Hudson in the Quarter Moon as the Albany (N.Y.) Times-Union dramatizes a clear water appeal.

IT TAKES A LOT OF PULL to settle an old town rivalry under the auspices of the Schenectady (N.Y.) Union-Star.

1970 CENSUS—A promotion contest that ties in circulation promotion with public service is being conducted by the *Rochester* (N.Y) *Democrat & Chronicle* and the *Times-Union*. The Gannett Rochester Newspapers have introduced a "Population Pick" contest that provides U.S. Savings Bonds to readers who come closest to guessing the actual U.S. Census figures for Rochester, and two counties.

The winner gets a $200 bond. Bonds will also be awarded to the next four finishers. A bonus of $25 will go to the winner if he's a home-delivery subscriber to either newspaper. The contest, which is also being adopted in several other Gannett cities, was instituted to call public attention to the census, and has full backing of local census officials. The contest was promoted with in-paper ads and feature stories, according to Vince Spezzano, director of public service for the Gannett Group.

* * *

MORE CENSUS—The *Bangor* (Me.) *Daily News*, coincidentally, came up with a similar Census promotion quixotically named "Count Me." (Me. is the official post office abbreviation for Maine. Four prizes of Savings Bonds, ranging down from $100 to $25, will be awarded, with final decisions based on the first figures released by the Census Bureau for the state of Maine, according to promotion manager Dick McGrath.

* * *

SAFETY SCHOOL—The *Fort Lauderdale* (Fla.) *News* and *Sun-Sentinel* has joined with the Fort Lauderdale Police Department in sponsorship of a Police Safety School at the city's Municipal Court Building. Over 125 newspaper carriers and their parents attended the school, seeing films on highway safety, a demonstration on emergency motorcycle stopping, and lecture and demonstration on the harmful effects of drugs.

Participants in the school were awarded Certificates and wallet-size cards, according to John J. Gorry, circulation promotion manager. One of the reasons for the school, according to Gorry, is to show young people that the police are their friends and protectors, creating a positive image of police in the eyes of youth.

* * *

STUDENT WANT-ADS—In spite of the generally high unemployment statistics, the *San Jose* (Calif.) *Mercury* and *News* Public Service and Promotion Department found that the papers' 14th annual Free Student Want Ads service broke all previous records for finding student employment.

In a random sample survey of 200 young job seekers, 124—62-percent replied. Of these, 55.4 percent found work through Mercury and News Free Student Want Ads. This figure is 2.7 percent higher than last year, and 22.3 per cent over 1963, when the first-year advertisers were polled. A total of 1,476 took advantage of the opportunity, according to Dan Stern public relations director.

•

New York Times fills research manager post

Thomas W. Black has been named research manager of the *New York Times*. He succeeds Dr. David L. Sanders who resigned from the Times in April to become an associate professor of journalism at New York University.

Black joined the Times in 1967 after having been marketing and research manager of the *New York World-Journal Tribune* and advertising promotion manager of the *New York World-Telegram and Sun*. He also had held executive research positions in the advertising agency field and with the *New York Sun* and the *New York Journal-American*.

DUBBED THE "ACTION SQUAD", the DuPage county advertising staff of the Daily Courier-News (Elgin, Ill.) includes (left to right, standing) Richard Brunetto, retail advertising manager; Donna Terbell, account representative; Robert M. Touchberry, county manager; Jim Siwek, staff artist; Patricia Beverly, classified accounts; Robert P. Propernick, publisher's representative; (sitting) Janice Dow, classified accounts; Bill Thornburg, account representative, and Deborah Quinn, account representative.

Circulation grows with zone editions

The *Daily Courier-News* at Elgin, Illinois, will start its fifth zone edition August 31 to serve DuPage County.

D. Ray Wilson is editor and publisher of the 35,000-circulation evening newspaper in the Copley group.

The 96-year-old Courier-News published editions for McHenry County, northern Kane Country, Elgin and western Cook County.

"We are extending coverage in DuPage County with our full service daily newspaper much as we have for our other circulation areas," Wilson said. "Circulation in the northwestern section of DuPage has been growing, voluntarily, for the past several years. We have been encouraged to provide DuPage with a county edition for sometime."

Robert M. Touchberry, who worked for the *Los Angeles Times*, has been named as DuPage manager for the Courier-News. He will head a staff of 12 from offices at 218 W. Willow St., Wheaton, the county seat.

The McHenry County edition was introduced in January.

"Our reception and success in McHenry County has been gratifying," Wilson said. "We have had steady circulation growth in McHenry County as a result of the zoned edition. We have added many new advertising accounts also."

Two area offices serve McHenry County. One office is located in Crystal Lake; the other in Woodstock, the county seat.

The Courier-News operates two other area offices; one in St. Charles, the other in Roselle.

On April 15 circulation director John MacDonald announced circulation at 34,201 in a front page story. On May 29, another front page story announced circulation at 35,006.

"Our zoned editions, providing good local news coverage as well as complete regional, state, national and international news, have proven very popular", MacDonald stated. "We expect to see more new circulation highs this year as a result," he added.

In addition to the zoned editions of the daily newspapers, the Courier-News brought out three weekly shoppers March 1 of this year. Called the Courier-News Advertisers, the shoppers provide supplementary coverage for Courier-News advertising accounts.

Zone 1 Advertiser is circulated in McHenry County. The 17,000 copies distributed are not provided to daily newspaper subscribers. Zone 2 Advertiser is circulated in a small portion of Kane County and northwestern DuPage County. The circulation, which has been at 10,000, will be increased to 25,000 in Sepember. Zone 3 Advertiser is distributed to 17,500 homes in western Cook County.

Courier-News Advertisers are distributed every Wednesday.

On June 6 the Courier-News added *TV Time*, an 8x11 inch magazine section, to Saturday editions.

•

Westervelt, Air Force info officer, retires

Two careers—20 years as a newspaperman and 20 years in public relations—ended July 31 for Durward G. (Westy) Westervelt of San Antonio, Texas, a public information specialist with Headquarters Air Training Command, Randolph AFB, Texas.

Westervelt worked on newspapers (1930-50) with the *Aberdeen* (S.D.) *American-News*, the *Houston* (Texas) *Chronicle*, the *San Antonio* (Texas) *Express*, and the *San Antonio Light*.

His civilian service in the public information field included employment with the Office of Price Stabilization, San Antonio; Headquarters, Continental Division, Military Air Transport Service (MATS) Kelly AFB; the MATS aeromedical evacuation headquarters at Brooks AFB and ATC headquarters.

Neediest Cases Fund close to $ million again

The 1969-70 appeal of the New York Times Neediest Cases Fund brought a total of $953,228.60. This total, announced at the annual meeting of the Fund, compares with $978,063.95 for the 1968-69 appeal.

Donors to the 58th annual appeal, which ran from December 7, 1969 to February 28, 1970, numbered 15,578 compared with 17,238 in the previous fiscal year. Of the total contributions, $900,276.60 was received by the *New York Times* from 13,768 contributors, and $52,952.44 went directly to the agencies from 1,810 contributors.

All expenses, as in the past, were borne by the New York Times Company.

Arthur Ochs Sulzberger, chairman of the board of the membership corporation, who is also president and publisher of the New York Times, noted that beginning with the 1970-71 campaign the Times would no longer publish lists of donors as part of its promotion for the Fund but would make a contribution to the Fund instead in consideration of the savings in typesetting costs and space.

SALES TALK—Among those present at the Minneapolis sales conference of the International Newspaper Advertising Executives: left to right—Richard L. Sullivan, retail ad manager, St. Louis Globe-Democrat; Hugh G. Monoghan, manager/general advertising, Buffalo Evening News; and William A. Lostoski, ad director, Cleveland Plain Dealer.

David Drain, left, manager/cooperative advertising and James L. Dillon, advertising director, Richmond Newspapers. with Richard Trowbridge, director of sales, Norfolk Virginian-Pilot and Ledger-Star.

Harold V. Manzer, left, advertising director, Portland Oregonian and Oregon Journal, and Ben Magdovitz, advertising director, St. Louis Globe-Democrat.

Color's full scope given in 16 pages

The spectrum of newpaper color uses, benefits and values is unfolded in the successive 18 full-page domonstration section developed by the *Sacramento* (Calif.) *Union* for distribution to advertisers.

Full or spot color appears on every page to display the Union's offset color capabilities in what the Copley Newspaper calls its "Color/Graphics" section.

The cover presents an eight-column illustration of a food layout reproduced half in black and white and half in full color.

Space spots, "Flex Form" and "Fluro" are included in the gamut of availabilities from the Union's in-plant facilities and its Goss Metro press production.

Survey and split run test statistics on the effectiveness of color are included in the demonstration section. The five newspaper surveys show an increase in returns of 45 per cent when color is added to identical copy in black and white, the Union reports.

The Union's own split run test produced the 45 per cent differential in coupon returns, the morning and Sunday newspaper reports. The section includes a comparison of the black and white and one-color ads used in this test. For the color side of the split run, the Union added red and red tint to black and white.

Other research

The section also presented the *Milwaukee Journal* findings of an 87 percent greater readership and 143 percent better retention and pointed to the Journal's findings that the more color published, the greater were the returns in bonus sales for advertisers.

In reporting the decade-long split run tests of the *Long Beach* (Calif.) *Independent, Press-Telegram*, the Union observed that the effectiveness of color in producing increased sales over black and white increased in each successive test of the 1958, 1962 and 1968 sequence.

The *Houston Chronicle's* split run tests "again showed color to be a sure-fire means of adding to the effectiveness of newspaper advertising," the section reported in listing figures on color significance from that source.

Readership up

The Chronicle found men's readership increased 118% and retention 186% while women's readership gained by 75% and retention by 73% with the use of color, the Union stated in pointing to detailed Chronicle findings.

The *Nashville* (Tenn.) *Banner & Tennessean's* split run coupon test showed color increased returns by 43 percent, it also was noted in its summary headed: "Color powers the communications of ideas."

Union color availabilities included Fluro which permits reproduction of full color or the addition of spot color overlays, it was pointed out in a full-page display. Space spots were listed as exclusive. These run at the top of a page.

Flex form color ads take odd shapes and cross column rules in random patterns, the Union explained. The illustration showed the blue flow of an advertised paint flowing down a column to a seven-column display at the bottom of a page.

Contrast range

In contrasting pages displaying furniture copy, the presentation illustrated the change from black and white to one color added and then on to the brilliancy of full color.

Other pages showed the flexibility of color, presented the merits of using a color theme and offered examples of national advertising in full color.

In a page devoted to the photo story of newspaper craftsmen at work, the Union told of its complete services from concept to final printing. Since installation of its Goss Metro presses the paper has printed over 50 million special advertising sections for insertion in West Coast dailies, the Union also reported.

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Lift-out small ads

A lift-out classified advertising section, called Tele-Ads, made its bow in the *Daily Telegraph* of Sydney, Australia, with 72 pages on July 18. The section, in the Saturday issue, contains ads with illustrations. Base rates range from 30¢ a line for real estate to 50¢ a line for employment.

Frank Joseph joins wire service project

Arthur E. (Ted) Rowse, who is directing a study of the wire services and broadcasting networks for the Twentieth Century Fund, has announced the appointment of Frank S. Joseph as assistant research director.

Joseph, a former night city editor in the Chicago bureau of the Associated Press, has recently been a reporter on communications and consumer affairs for the *National Journal*, a weekly magazine covering the federal government.

The study Rowse is directing will culminate in a book examining the extent to which the Associated Press, United Press International and the major broadcasting networks set the pattern for daily news received by the American public.

Public relations accounts and appointments

Michael E. Lynn, III, and Brandon Davis have formed Lynn-Davis and Associates, Inc. in Memphis to represent Mid-South clients regionally and nationally. Lynn, as president of Mid-South Sports Action Inc., is directing the campaign to get a National Football League franchise for Memphis. Davis has had 20 years' experience in banking and utility public relations. *Andrew S. Edson* is an account executive for Lynn-Davis. Formerly, he was associated with Harshe-Rotman & Druck.

* * *

The appointment of *Ronald R. Rutkowski* as western regional public relations manager for Container Corporation of America was announced by *Anthony Marcin*, public relations manager for the Chicago-based packaging company. Rutkowski received a masters degree from the University of Wisconsin School of Journalism. He joined Container Corporation in 1969.

* * *

Robert A. Goggin, former director of public relations for Phillips-Ramsey, Inc., San Diego, has formed a new public relations consulting firm, Goggin & Associates.

Goggin handled public relations for the Dairy Council of California in Los Angeles, and held editorial and management positions with NBC News.

* * *

William R. Tracy has been named public relations director for the United Way of America. He succeeds *Stephen C. Clouse Jr.*, who was named director of labor relations. A United Way staff member for 12 years, Tracy has been director of Radio - Television - Films Services and associate director of United Community Campaigns of America. Earlier he had been associate director of public relations for the USO.

* * *

The appointment of *James R. Trecek* as public relations representative for Skelly Oil Company has been announced by *Mark D. Poteet*, manager of the employee and public relations department. Trecek was a columnist and editor of the *Great Bend* (Kans.) *Daily Tribune*.

* * *

Dick Gruenwald, formerly an associate in Colee & Co. and public relations director for the John D. MacArthur interest in the Palm Beaches, has formed his own firm in Fort Lauderdale. Gruenwald has worked for the *Miami News* and *Columbus* (Ga.) *Ledger*.

* * *

Anthony F. Miller has been appointed public relations manager of the Wine and Spirit Import Division of Schieffelin & Co. The former Hill & Knowlton Inc. account executive will report to *Thomas Crimmins*, vicepresident-public relations.

* * *

Ross Roy of New York has been assigned to handle publicity in the United States for the business equipment division of Minolta Corp. which markets the Minoltafax line of copiers, and microfilm cameras, readers and printers.

* * *

E. P. G. Computer Services Inc. has retained Jay Scott Inc. for corporate and financial public relations.

* * *

Charles T. Mangee has been named director of public relations for the Upjohn Co., Kalamazoo, Michigan. Mangee, who has been manager, succeeds *William H. Bayliss*.

* * *

International Funeral Services Inc., Des Moines, has appointed Harshe-Rotman & Druck Inc., financial public relations counsel. The firm operates 72 funeral homes in the U. S. and Canada.

* * *

Gil Neal resigned as chief, Indiana News Operations for the *Louisville Courier-Journal* and *Times*, to become director of public relations for Bonsib Inc. of Fort Wayne, Ind.

* * *

Jesse Taub has joined John De Nigris Associates Inc. as group supervisor. He was with Irving Strauss Associates Inc. after working for the *Peoria* (Ill.) *Journal*, and the *Journal of Commerce*.

* * *

British Leyland Motors Inc. switched its public relations account for Jaguar cars from Cunningham & Walsh to the Rowland Co., already the agency for corporate and Austin-MG public relations.

* * *

Solters & Sabinson Inc. has been appointed to handle publicity for the "Miss Venus" international beauty competition in 1971.

* * *

Thomas J. Basking has joined Burke & Corbin Associates as an account executive. Previously, he was with Wood Public Relations and before that a reporter for the *Long Island Press*.

THE BEST REAL ESTATE AD of the year in the United States is shown by Jack Lemming, left its creator, in the Dallas (Tex.) News art department. Thurman Herrington, right of the classified staff co-ordinated with the real estate agency. The ad shows a line drawing of a brick house with pictures of the real estate firm's salesmen in the windows. It won top prize at the ANCAM convention.

ANPA says ad rules don't apply to papers

Newspapers are not obliged to change help-wanted classifications, as advocated by some women's groups.

This is the conclusion reached by the American Newspaper Publishers Association after analyzing the new Guidelines issued (June 9) by the U. S. Department of Labor, Office of Federal Contract Compliance.

ANPA finds in its analysis that there is "no legal or operational reason" which would compel newspapers to change the present classification system for male and female help-wanted ads.

In a memorandum submitted by ANPA's General Counsel to the Department of Labor, it is stated that the Guidelines are "not directed at newspapers but, rather, is a restriction placed upon government contractors." It is up to them to determine the applicability of the rules when they advertise jobs in newspapers. Consequently, advertisers "should specify in each instance the proper placement of their own advertising," the Memorandum states.

The Michigan Civil Rights Commission has issued a directive telling employers, employment agencies and labor unions they cannot advertise job openings by sex.

The directive said it is illegal to place classified newspaper ads under help-wanted columns headed "male" or "female" or to indicate in any help-wanted ad that only members of one sex will be considered for the job.

MCRC said it is based on a section of the Michigan State Fair Employment Practices Act prohibiting employment ads that "indicate any preference, limitation, specification or discrimination, based upon age or sex."

Janet Cooper, MCRC assistant regional manager, said the law applies to employers, employment agencies and unions but not to newspapers which print the ads so long as the newspapers do not originate them.

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Counter-media

(*Continued from page* 17)

mark of some of the other publications. Errors, typos and generalizations abound. Yet, the editors are most explicit in describing their objectives: They want: "An end to the lie of objectivity. Censorship must be eliminated in all its forms . . . There must be an end to the conspiracy of silence . . . Discriminatory job conditions, employment and promotional policies must be abolished; . . . . All workers, 'professionals,' skilled and unskilled . . . must collectively control the content of their production; . . . . Institutions must cease to use their privileged access to events as a means to assist police and intelligence agencies in acts against the rights of all the people."

All anonymous

Unlike other counter-media publications, Pac-O-Lies does not list names of contributors as it does not believe in the "star system," indeed, it operates almost subterraneously. In its four issues it has dealt with criticism of various news organizations, such as the Wall Street Journal, for limiting anti-war activities of their staff; letters in support of the Black Panthers; praise for the European system in which editors participate in the management of their publications; and a warning that investigative reporters are used to help the FBI.

Other features are reviews of books "exposing American media imperialism" and what it considers omissions and distortions of some magazines and newspapers in dealing with such subjects as the Black Panthers and the Young Lords. Example: the *New York Times* ridiculed a party given for the Black Panthers "to scare off other liberals who had intended to hold similar benefit for the Lords."

As it was already mentioned, dissatisfaction with the media is not limited to only a few publications. More than 300 groups, associations and organizations—business, religious, civic—are directing their fire at the media or are protesting certain policies of the Administration. Some, as the Publishers for Peace or the Communicators for Peace, are merely protesting against the war in Indochina; others, like the non-militant Black Perspective and Media Women, are trying to improve the position of Negroes and women in the industry; and still others, like New York Media Project, Media Mobilization, the Working Ohio Newsmen, the Citizens Communication Center in Washington, D. C., or the Regina Community Media Project in Canada, have more specific programs to reform the Establishment.

Whatever the reason or the objective, group action seems to be the latest thing. It started with the Human Be-In of 1967, it went through the Teach-In of the last few years, and it emerged as the commercialized group conference on Alternate Media of a few weeks ago in Vermont. The groups which are concentrating their attention on changing the media are usually composed of young people, preponderantly women, with relatively short job experience. In their manner and conversation they appear disillusioned with the "system," idealistic in purpose and rather free from political dogmas.

What has sparked this movement? "Once VicePresident Agnew embarked on criticizing the press, everyone felt free to do the same," said a New York Times reporter, adding with fatigue: "frankly, I do not know where all this is going to end." He further confessed that many newspapers, including the Times, are worried by the attacks against objectivity in reporting a story.

Hero and villain

Agnew himself figures prominently as a hero and a villain in many of this new crop of publications. Agnew brought the problem of monopolies to the fore, say members of the New York Media Project, "but for his own ends." It was the "very real core of truth in his criticism of the Eastern power-brokers that gave Agnew's remarks such credence," wrote Pac-O-Lies last December after the Des Moines speech. Since that time, they add, "people have found it difficult to respond except on his terms: either for him (which really means moving the media closer to an administration line) or against him (which means supporting the present news establishment and its interpretation)."

Some of the critics feel that neither the one nor the other is the right way. But the solutions they offer are at best vague: the people must control the media or there should be no commercial press. They envisage, of course, vast structural changes of our society. Or at least the more radical ones do so.

Strike area stores take new damage

Violence and the regular publication of the *San Rafael* (Calif.) *Independent-Journal* alike continued as the printers' strike against the daily neared its seven-month anniversary

New court cases attributed to disturbances have been scheduled on the heels of a murder charge brought by San Francisco police.

Three men have been bound over for trial on charges of malicious mischief against business firms advertising in the daily.

Bail for two of the men was increased from $1,500 to $10,000 in municipal court action after the district attorney's office said both had been arrested in 1966 on charges of malicious mischief and arson during the 1966 *Concord* (Calif.) *Transcript* strike.

The three accused of breaking windows of I-J advertisers are James R. Brucato, Dennis J. Crowley and Grant W. Anders.

In another case, Henry Stacey, a San Francisco printer, was indicted by the Marin County grand jury on the charge of firing a bullet through an I-J window on June 20.

Earlier Frank J. Thurber, a San Francisco newspaper mailer, was charged with murder following the death of Allan Daly, systems design engineer for the I-J, of wounds received when he was shot in his home July 4. Two juveniles also were arrested by investigators of the shooting.

40 stores hit

The I-J reports that some 40 businesses in its circulation area have repeatedly been victims of glass-breaking vandals since the strike began January 7. Damage to stores and to the homes of newspaper employes is estimated at tens of thousands of dollars.

Nine stores suffered display window damages June 2. Owners of all these stores previously had received letters from the printers warning them to stop advertising in the struck window, the I-J stated.

The printers union has repeatedly denied all blame for violent action and asserted its right to strike after having continued to work for months after its contract expired.

Printer support of the strike extends to most all unions, including the newspaper guild, as well as to those which were represented in the daily's plant. paper was struck Dec. 15, 1967.

Vandalism has dominated the newspaper's published listing during recent months. The peak of the disturbances came Feb. 14 when 1000 union sympathizers circled the plant and delayed the paper's delivery.

Seven police officers, a State highway patrolman, six security guards and three demonstrators were injured and 12 demonstrators were arrested on that date. The six-day-a-week newspaper maintained its continuity of publication by distributing Saturday's edition with a Sunday cover on Feb. 15.

•

Spanish-speaking colony receives weekly news page

Esta Semana (This Week), a weekly column published in Spanish by the *West Chester* (Pa.) *Daily Local News*, has become a regular and accepted feature in the 22,000 circulation daily.

The paper planned the column as a simple service item, but over a period of seven months it has grown, if not in size, at least in scope.

Averaging about 50 inches on the back page each Wednesday, the column is aimed at the estimated 2,000 Spanish-speaking people within the paper's circulation area. Primarily recruited in Puerto Rico for the substantial Chester County mushroom industry, the Spanish-speaking residents are described by demographers as "Permanent Migrants."

The Local News decided that a column with a particular emphasis on news items involving Spanish-speaking people might help in integrating the Spanish and English-speaking communities.

Reporter Hannah Aizupitis spends each Friday night collating the week's news stories, culling items which include Spanish-speaking people and also rewriting national items of particular interest. Translation is done by Dr. Benjamin Nunez, an Argentinian who teaches Spanish and linguistics at West Chester State College. Dr. Nunez adds items of meetings of newly-formed Puerto Rican study groups.

The column has attracted advertisements in Spanish as well.

Salvage drive

(continued from page 15)

doesn't care who picks them up, "just so they don't get in the dump, and if no organization picks them up we will."

Irvington is considering licensing those persons who pick up papers on days other than Saturdays assigned to charitable organizations. Mzorek wants to prevent garbage being disturbed.

Ordinance approach

The Union Township, N.J., volunteer experiment in which the Boys' Club benefitted ran for there months with 25% recovery, Hancock said. It has been discontinued "for the summer", and while the public cooperated, Hancock feels that it illustrates merit of an ordinance approach as against the volunteer program. The first month yielded 65 tons, the second 45 tons and the third 50 tons, which was about Garden State's estimate for a comunity of that size.

On a visit to Madison, Wisconsin, two weeks ago Hancock urged adoption of a city ordinance requiring separation of newsprint from other refuse since the town fathers are not getting cooperation from apartment dwellers in the three-year-old volunteer project there.

Madison is collecting tied bundles of newspapers from curbside by city trucks with special baskets on assigned collection days from the east side of town. These papers are bailed for shipment to the Alsip mill. On the west side of the city, papers are collected untied and assigned to other re-use.

Hancock, a former editorial staffer with the *Newark News*, was drafted into the Army on the day the first roll of recycled newsprint came out of the Garfield plant. After Army service he returned to the News, and for the past year and a half has been in charge of the paper stock procurement for Garden State.

"I find it just as exciting taking the ink off the newsprint page as I did putting it on," he commented.

"Schools on the West Coast seem to conduct paper drives regularly, while in the East the papers are left to the garbage or to the Boy Scouts," he said with a question in his voice.

The California State Senate at the end of June unanimously passed a resolution praising the *San Francisco Examiner* drive aimed at salvaging newspapers for recycling. The resolution noted benefits to the environment and called the recent month-long collection experiment "an outstanding success."

The Examiner had suggested the drive in an effort to determine whether citizens would participate voluntarily in the recycling effort. Daily articles by William Flynn were run, and one of the results is that Flynn has been hailed as spokesman and called upon for speeches.

The resolution mentioned the cooperation of the Sunset Scavenger Company and the Golden Gate Disposal Company as the Senate endorsed the concept of recycling and urged newspapers and private industry to make full commitment to the principle.

The Examiner's drive may eventually lead to establishment of a recycling plant in the area. A "professional survey" is under way by Garden State.

One story by Flynn in the Examiner stated that the Northern California Refuse Removal Council plans to respond to public demand that all refuse collection agencies participate in an effort to establish a regional, systematic collection drive.

In San Diego, Calif., when someone mentions "5-8-11" he's referring to the Kiwanis Club salvage program that began this past March. The club now has more than 100 collection boxes throughout the city, and a filled box of papers gets $5 for the club, saves the city $8 and saves 11 trees. Hence the slogan.

Hancock also cites the successful program of newspaper collections by the Church of Jesus Christ of Latter-Day Saints. There are 60 units in southern California that bring papers to a designated location for bailing by 100-lb. press for export or the Pomona mill. The mill truck comes once a month to pick up the load at $23 a ton for the church funds. Garden State guaranteed to take all paper collected and placed a floor on the price in California and New Jersey. "Once you can get a guarantee to have all the paper taken, you're half way home," Hancock said. These programs are associated with Can-El Enterprises in San Diego.

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On teaching staff

Emil Dansker, a former *Dayton* (O.) *Daily News* reporter, has joined the School of Journalism faculty at Bowling Green State University. He has taught Journalism and English at the University of Cincinnati.

New Haven Register appoints executives

Promotions in the production and circulation departments of the *New Haven* (Conn.) *Register* were voted at the July meeting of the newspaper company's board of directors.

The new job assignments include:

Henry Gurski, production manager;

Arthur Ferrucci, circulation director;

Eugene Carson, production research manager;

Gilbert Rowland, assistant production manager;

J. Ronald Murdock, superintendent of the composing room;

Paul Wilson, promotion manager.

Ferrucci, who is named circulation director of the *Register* and the *Journal-Courier*, has been a member of the circulation staff for both newspapers since 1940 when he started as a carrier. He became a fulltime employe in 1949.

Gurski joined the company this year after working for the *Waterbury Republican* and *American* and with Ernst and Ernst in Hartford as a management consultant.

Carson joined the Register in 1964 after experience with the *New York World Telegram & Sun*, the *Detroit Free Press* and the *St. Petersburg Times*.

Rowland has been superintendent of the composing room since 1962. He joined the Journal-Courier as a compositor in 1946.

Murdock, a native of Halifax, Nova Scotia, has been associated with Register production operations since 1968 and had prior experience with the *Halifax Herald*, the *Baltimore News Post* and the *Rochester Democrat and Chronicle* and *Times-Union*.

Wilson had experience as carrier promotion manager and city delivery manager for the *Pittsburgh Sun-Telegraph* before joining the Register. He became circulation manager in 1961.

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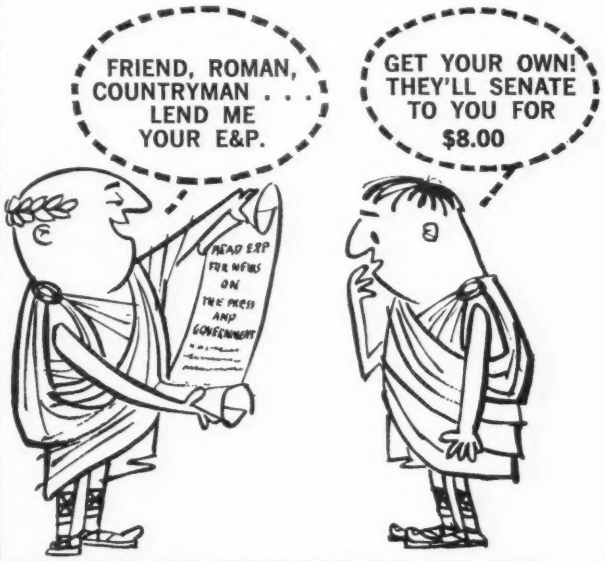
Editor's sales book

N. C. Christensen, former Salt Lake City newspaper editor and retired advertising agency executive, is the author of a book, "The Art of Persuasion in Selling", published by Parker Publishing Co., and distributed by Prentice-Hall, Inc.



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Mrs. Ogden Mills Reid. (A 1960 photograph).

Helen Rogers Reid dies; 87

Mrs. Helen Rogers Reid, 87, president of the *New York Herald Tribune* from 1947 to 1953, died at her Fifth Avenue home in New York City of arteriosclerosis on Monday, July 27.

Mrs. Reid began her newspaper career at the invitation of her husband, Ogden Mills Reid, in 1918 after he asked her to "come down to the office and work the paper's success out with me". Her husband had inherited the paper from his father, Whitelaw Reid, who had acquired it from its founder, Horace Greeley.

A Barnard College graduate in 1903, Helen Rogers had become social secretary to Mrs. Whitelaw Reid and married her employer's only son, Ogden, a Yale graduate, in 1911. The first years of her marriage were devoted to her children—Whitelaw, Elizabeth (who died in childhood) and Ogden, who is a member of Congress from Westchester County.

As the Tribune's advertising executive, she relentlessly pursued space buyers, and between 1918 and 1923, the linage more than doubled. Many stories are told of her great energy in running the advertising staff as well as a schedule of luncheons, dinners and weekends at her city and country homes.

The line of editorial and advertising interests between husband and wife was illustrated in the oft-told story that when she once protested to her husband about an article, he declared: "Helen, will you get the hell back to your department and run it while I run mine." And the statement that she departed meekly was added. In denying the story, Helen Reid always said with equal emphasis that her husband would never have spoken to her in that fashion and that she never would have departed meekly.

Expanded coverage

In 1924, her editorial presence began to manifest itself as the Tribune acquired Frank Munsey's Herald at her urging. The Herald Tribune moved uptown from Park Row to West 41st Street and began to expand its coverage in the suburban, middle-class field. The interests of women received increased attention, Mrs. Reid having been a leader in the Woman's suffrage movement, and the Herald Tribune's annual Forum on Current Problems was established in 1930 aimed first at clubwomen and later expanded to general public appeal.

With Ogden Reid's death in 1947, Mrs. Reid became president of the New York Herald Tribune Inc., and held the post until 1953, when she became chairman of the board and her eldest son, Whitelaw, succeeded her as president. At the age 72 in 1955, she resigned as chairman, continuing on the board of directors. Whitelaw moved to chairman, again succeeding his mother; and her other son, Ogden, became president, publisher and editor of the paper.

With John Hay Whitney's acquisition of control in the paper in 1958, she retired from the board.

New page for opinion in New York Times

Editors of the *New York Times* are designing a Page-Opposite-Editorial to provide a forum for opinion articles by non-staff writers.

Arthur Ochs Sulzberger, publisher, said the page will be under the supervision of John B. Oakes, editor of the editorial page, and will probably begin in mid-September. The obituaries and death notices, long anchored on the page, will be moved to a new location.

Nixon honors a reporter; stag affair annoys women

President Nixon attended a luncheon at the *Washington Star* honoring Gould Lincoln, the Star's retired political reporter on the occasion of his 90th birthday and because it was a stag affair at least 13 women on the Star's staff and members of the Baltimore Washington Newspaper Guild were stirred to angry remonstrance.

The women signed a telegram to the President calling the lunch "an affront to women staffers." Telegrams of protest by the Guild to the President, Ronald Ziegler, White House press secretary, and Herbert G. Klein, the Administration's director of communications, regretted the exclusion of women at a time when women of the press are "struggling to be allowed to exercise their right to cover the news without regard to sex."

The suggestion that the luncheon, attended by editors and political writers, be "stag" was said to have come from Ziegler. He explained that he used the word "stag" because the President wanted to meet with the Star's editorial board and the board is all male. "Talk about excluding women is silly," Ziegler said.

"I didn't get the President involved," Ziegler said, and Newbold Noyes, editor of the Star, said that he "got the distinct impression that Nixon knew nothing about the stag business."

Mary McGrory, the only female columnist on the Star's national staff, has often attended Star luncheons with visiting dignitaries. She has frequently written critically of President Nixon but Ziegler and Star officials dismissed the idea that her sex or her writings were reasons why she was not invited to the luncheon honoring Lincoln.

After the lunch, the President toured the Star's newsroom, and chatted with Miss McGrory. He complimented her on the neatness of her desk and asked where she kept her cheesecake. This was a reference to a McGrory column in which she had written that Washington policemen who were investigating four break-ins in her apartment complimented her on her cheesecake.

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Gannett will sell Binghamton station

Gannett Co. Inc. announced this week it will sell a radio station and a television station at Binghamton, N.Y.

Orb C. Reeder, president of the Binghamton Press Co., a Gannett subsidiary that publishes the *Evening* and *Sunday Press*, said the tv station WINR (channel 40) will be purchased by Stainless Inc. of North Wales, Pennsylvania, a manufacturer of broadcast station towers and other equipment.

Henry Guzewicz is president of the company.

WUNI Inc. of Mobile, Alabama is the prospective purchaser of WINR radio station which the Binghamton Press has owned and operated since 1957 as an NBC affiliate.

The president of the Mobile firm is Peggy Stone Gilbert, who heads a station representative firm in New York City.

The tv station, also an NBC affiliate, has been on the air since November, 1957.

Approval of the transfer of licenses will be sought from the Federal Communications Commission in the near future and completion of the transaction is expected by end of the year, the Gannett announcement said.

Broadcasting accounted for about 4% of total revenues of the Gannett Co. in 1969, with six radio stations, two tv stations, and one CATV network.

N.Y. Times Index has 1,949 pages

The 1969 edition of the *New York Times Index* has 1,949 pages. It is the biggest in the history of this annual reference work.

The new Index, with 350,000 entries, summarizes in substantial depth virtually all news reported by the *New York Times* in 1969.

16 pages on Apollo

There are 16 pages devoted to an account of the flight of Apollo 11, and a 12-page section which illustrates critical maneuvers and other highlights of the Apollo 9, 10 and 11 missions. Diagrams of the astronauts' suits and gear, photographs taken by the astronauts while on the moon, and a full-page diagram of the Lunar Exploration Module are featured in this section, the first of its kind to appear in the New York Times Index.

Other major news developments recorded in the 1969 Index are Vietnam (86 pages), the Arab-Israeli conflict (45 pages), pollution (11 pages), and inflation (11 pages).

Considerable space is also allocated to campus unrest, narcotics, disarmament, crime, heart transplants, Supreme Court activities, the Northern Ireland clash and the New York City mayoral election.

While much of the Index is devoted to serious news stories and articles, the lighter side of the news is recorded, too—from nudity in the theater to miracles on the baseball diamond, from the mod world of fashion to the communal world of hippies.

300 illustrations

Included among the more than 300 illustrations are photographs of the Nixon inauguration . . . charts on Projects Tektite and Sealab . . . photographs of Prince Charles's investiture . . . charts showing price trends on the world's major stock exchanges . . . maps of Biafra, Northern Ireland, Israel and Arabia.

The subscription rate is $87.50 for the annual Index volume and $87.50 for a full year of semimonthly issues. The complete Index service, including the annual and 24 semi-monthly issues, costs $150. (Back volumes of the Index, beginning with 1851, are also available.)

Vietnam massacre report is re-issued

In light of the findings of the Special House Armed Services Committee investigating the alleged My Lai massacre, North American Newspaper Alliance has re-issued its six-part series, "My Lai—the Untold Story."

The committee concluded: "At this late date, who can judge the cumulative effects of the horrors, fears and frustrations which the men (of Charlie Company) . . . had been forced to endure just prior to their action at My Lai?"

The NANA series, by Martin Gershin, an Ernie Pyle award winner, is the full account of these "horrors, fears and frustrations." The series raised precisely the same question as the committee report—whether the men of Charlie Company were sane at the time of the massacre.

NANA subscribers received the series as part of the regular service, and it was offered for sale to non-subscribers in open areas.

Sehon will direct jewelers' PR effort

John L. Sehon, news executive and communications media consultant, has been named director of promotion and public relations for Nationwide Marketing Associates, Inc., an organization for independent retail jewelry stores across the country.

In making the announcement, Michael R. Gingold, NMA president, said: "Sehon's first objective is to keep the consumer constantly aware of the integrity of NMA members and the authenticity of the products and services they offer to their communities."

Sehon worked for United Press International after serving as a Lieut. Commander in the U.S. Navy during World War II.

•

Utah association hires gen'l manager

Harry H. Jeffries, Salt Lake City, is the new general manager of the Utah State Press Association. He replaces Gordon Owen Jr.

Jeffries was formerly with Western Airlines and the Travel House travel agency in Salt Lake City. He will supervise advertising sales and public relations for the press association of 50 Utah newspapers.

Founders of DNS are contesting title

The founders of Dispatch News Service, which marketed the Pulitzer prize-winning stories of Seymour Hersh on the alleged My Lai massacre, have fallen out and are contestants in a $100,000 lawsuit.

The somewhat complex story begins when David Obst, who was the news promotion and public relations director of Dispatch News Service, and Michael Morrow were associates in the fledgling venture. patch News Service achieved a quick financial success when, with Obst as the prime mover, it sold the Hersh stories to a large number of newspapers. Hersh, a free lance writer, is not involved in the litigation.

Morrow was a reporter for Dispatch in Saigon who was one of the newsmen captured and held prisoner by the Cambodian Communists for 39 days.

Obst, however, had reincorporated Dispatch New Service as Dispatch News Service International, with Morrow as one of the incorporators, and Morrow's stories of his captivity were marketed by Dispatch International. Morrow alleges in the suit filed in his name in Washington that he received no money from the sale of his stories and, claiming that Obst "violated his fiduciary obligations" to his former colleagues, asks $100,000 and an injunction to prohibit Obst from using the Dispatch name or anything like it.

Obst claims that Dispatch International is a successful venture of his own. Morrow has revitalized the original Dispatch News Service in Saigon.

•

Martin will return to Knight Newspapers

Ronald D. Martin, 32, managing editor of the *Rochester* (N.Y.) *Democrat & Chronicle* for the past two years, will join the *Miami Herald* as assistant to the managing editor next month.

Herald Managing Editor Larry Jinx said Martin will assist in the general supervision of the daily news operation and will have special responsibility for weekend news coverage.

Martin, a 1959 graduate of the University of Missouri, spent five years as a reporter and editor of the *Detroit Free Press*, a Knight Newspaper. He was the first managing editor of *Today* in Cocoa, Fla.

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Booth Newspapers revenue is gaining

The business outlook for the Booth group of newspapers in Michigan is good, according to Gordon Craig, chairman and president. He said he was greatly encouraged by advertising and revenue reports from the eight newspapers for the first two weeks of July.

Six of the papers, Craig reported, show revenue increases of up to 10 percent over figures in the corresponding period of last year.

For the six months ended June 30, Booth Newspapers Inc. reported net profits of $2,786,488, or $1.39 a share, compared with $3,161,720, or $1.58 a share, a year ago. Revenues were almost equal to a year ago—$27,877,711, against $27,962,843.

Second quarter net profits were $1,506,821, or 75 cents a share, compared with $1,882,699, or 94 cents a share, a year ago. Revenues were $14,740,355, down from $15,152,333.

•

High interest costs cut Multimedia profit

J. Kelly Sisk, president, reported Multimedia Inc., had operating income of $4 million beerating income of $4 million before taxes and interest, in the six months ended June 30, due to an 11% gain in operating revenue.

The report, which includes results from the Montgomery, Alabama, newspapers acquired in March, 1969, showed total revenue of $16.2 million, as compared with $14.6 million in the first half of 1969.

Interest on long-term debt incurred by the Montgomery acquisition was given as $712,000. After interest and taxes, net income came to $1,577,638, compared with $1,612,877 for the same period in 1969.

Dividends of 50¢ were paid on preferred stock and 12¢ on common stock for the first half of this year. An additional 6¢ per share was declared payable on the common stock in July.

•

National ad rep firm dropped by N.Y. Times

Sawyer-Ferguson-Walker has been dropped by the *New York Times* as its national advertising representative.

Sawyer-Ferguson-Walker has represented the Times in Detroit, Atlanta and Dallas about 15 years.

The Times is opening a Detroit office to represent the paper in that area. The paper's Chicago office will handle the other two locations.

Past week's range of stock prices

(NEW YORK STOCK EXCHANGE)

	July 22	July 29
Berkey Photo	6	6⅝
Boise Cascade	52¼	51⅛
Capital Cities Bdcstg	25	23⅞
Cowles Communications	3¾	3¾
Crown Zellerbach	27¾	29
Cutler Hammer	17⅞	17¾
Dayco Corp.	14¼	14⅞
Eastman Kodak	66⅝	63⅞
Eltra Corp.	20⅞	21¼
Fairchild Camera	22⅞	23¾
Foote, Cone, Belding	8⅝	8½
Gannett Co.	21	23½
Georgia Pacific	48½	51½
Great Northern Paper	33¾	39
Harris Intertype	41½	41⅝
Inmont	6⅝	7½
International Paper	34⅛	34¾
Kimberly Clark	34⅜	32⅞
Knight Newspapers	30½	33
North American Rockwell	15¾	15⅝
Republic Corp.	9	9⅝
Richardson Co.	13	11¾
Singer	54¾	55½
J.W. Thompson	25½	24½
Time Inc.	33¾	34⅞
Times Mirror	26¾	28⅝
White Consolidated	11⅛	13½

(AMERICAN STOCK EXCHANGE)

	July 22	July 29
Digital Equipment	49¾	55
Domtar	12¾	12¼
Ehrenreich Photo	9⅝	10
Lee Enterprises	14⅜	14⅝
Milgo Electronis	18¾	22¾
New York Times	17¾	17⅜
Papert, Koenig, Lois	3	2½
Southwest Forest Ind.	13½	13⅞
Wells, Rich, Greene	7	7⅜
Wood Industries	12	13

(OVER THE COUNTER)

Booth Newspapers	30	30
Boston Herald-Traveler	28	28
Cincinnati Enquirer	30	30
ComCorp.	5¼	5¼
Compugraphic Corp.	11¾	12
Compuscan	7¼	7¼
Datascan	7½	
Dow Jones	28½	28
Downe Comms	5¾	5¾
Doyle, Dane, Bernbach	14¼	13½
Federated Publications	29½	29½
Grey Advtg.	6¼	7¾
Hurletron	3¼	3¼
Media General	24	24
Ogilvy, Mather	17½	18
Photon	4¾	7
Post Corp. (Wisc.)	10	9½
Ridder Pubs.	14	13½
So. Shore Pub.	2	2

(CANADIAN EXCHANGES)

	July 22	July 29
Abitibi	7½	7¼
B.C. Forest	23⅞	22½
Great Lakes Paper	17½	17½
MacMillan, Bloedel	22¼	24¾
Southam Press	48½	49
Thomson Newspapers	16	16⅝

•

Time bomb defused outside L.A. Times

A gardner discovered a time bomb just outside the main lobby of the *Los Angeles Times* building at 1:24 p.m. Saturday, July 25. He summoned police and they defused it at 2:30 p.m. It had been set to go off at 1:45 p.m.

About 40 workers on the ground floor of the six-floor building were evacuated on order of security guards. The foot-long pipe containing black powder could have caused considerable damage and killed anyone close to it, police said.

•

Photon earnings up

Photon Inc. reported net income of $580,000 on $10.1 million sales in the first half of 1970, as compared with $521,289 on $8.9 million sales a year ago.

Ridder Publications even with year ago

With a small gain in revenue, Ridder Publications Inc. had net income for the quarter ending June 30 almost equal to that of the corresponding period of 1969. Per share earnings held even at 37 cents.

Net income for the quarter to June 30 was reported as $2,528,000, as compared with $2,554,000 a year ago. Revenue was $30.3 million as compared with $29.4 million.

For six months the company reported revenue of $58.2 million, as compared with $55.3 million a year ago; and net income of $4,330,000 as compared with $4,393,000.

•

United Jewish Appeal appoints Bloom for PR

Melvyn H. Bloom has been appointed director of public relations of the United Jewish Appeal. For the past four years he has been an associate of Murden and Company, a New York public affairs consulting firm.

•

Weekly cuts back to one edition

The *Mechanisburg* (Pa.) *News*, a Fry Publication, has eliminated its Tuesday edition because of rising costs. It now publishes only on Friday. The name has been changed to the News, omitting Mechanisburg.

Deaths

EDWARD R. MITCHELL, 51, a copy editor on the *Chicago Tribune* wire desk; former reporter-photographer for the *Knoxville* (Tenn.) *News Sentinel*; July 20.

* * *

HARRY E. KONLE, 54, advertising sales manager at the *Detroit News* where he had worked for 41 years; recently.

* * *

DOLORES SHIRLEY CROSIER, 39, reporter for the *North Adams* (Mass.) *Transcript*; July 20.

* * *

FRANK L. MCBRIDE, 58, editorial writer for the *Philadelphia Bulletin*; July 24.

* * *

WILLIAM E. CROWLEY, 62, circulation manager, *West Hartford* (Conn.) *News*; July 18.

* * *

HENRY BENGE CROZIER, 78, newsman and former chairman of the Texas Employment Commission; July 14.

•

Sports photo show

A Sports Photography Show at the Emily Lowe Gallery of Hofstra University at Hempstead, N. Y. until August 27 contains a collection of 100 memorable pictures. Gallery director Robert Littman studied approximately 10,000 prints in the UPI sports files during a six-week search to create his show.

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Circulation

CIRCULATION MANAGER for small P. M. daily and Sunday growing market. Ideal position for young person wanting to learn complete circulation program. Living conditions and recreation suited for family. Zone 3. Write complete background and qualifications to Box 1077, Editor & Publisher.

MORNING METROPOLITAN DAILY, Zone 2, seeks someone to handle circulation promotion. Should have solid experience with newspaper boy programs. Could be a person with sound circulation experience wishing to enter this field. Carrier promotion creation and follow through necessary. Give qualifications and pertinent information in resumé. Write Box 1090, Editor & Publisher.

E-X-P-A-N-S-I-O-N PROGRAM on Eastern daily provides for two additional supervisors due to promotions. Realistic growth potential if you are a 'take charge' individual who can produce. Box 1116, Editor & Publisher.

CIRCULATION MANAGER for Sunday only whose competitive hardships are unequalled by its opportunities. Require great skill and energy. Box 1060, Editor & Publisher.

HELP WANTED

Circulation

AREA MANAGER for daily and Sunday metro in Zone 1. Must be strong in sales, service and collections, with solid background in "Little Merchant" programs and independent motor routes. Excellent opportunity for advancement. If you have 2 or 4 years' of experience, send us your resumé with salary requirements first letter. Box 1115, Editor & Publisher.

NEW POSITION (Zone 2 daily)
Complete charge morning Home Delivery. Must have record of increases through carrier program. Tell all in first letter including salary requirements. Advancement opportunities are excellent. Box 1123, Editor & Publisher.

CIRCULATION
MANAGER

We're looking for the right person to fill this key spot with ART NEWS, the No. 1 national magazine of its kind, and a part of the Newsweek organization. Do you have these credentials?

- A SUCCESSFUL 2 TO 4 YEAR TRACK RECORD IN MAGAZINE CIRCULATION MANAGEMENT—
- CAPACITY AND DESIRE TO ADVANCE TO OTHER PUBLISHING RESPONSIBILITIES—
- A FEEL FOR ORGANIZATION, ADMINISTRATIVE DETAIL, AND PROMOTION INCLUDING COPY-WRITING—
- AN ABILITY TO FUNCTION EFFECTIVELY ON YOUR OWN AND TO WORK WITH STAFF RESOURCES INCLUDING AN OUTSIDE FULFILLMENT SERVICE—
- COLLEGE DEGREE, PREFERABLY IN BUSINESS ADMINISTRATION.

Salary up to $12,000 for openers, with liberal benefits. Write:
Vice President,
Personnel Relations
NEWSWEEK
444 Madison Ave., N.Y.C. 10022
"An Equal Opportunity Employer"

CIRCULATION SUPERVISORS
FRONT RUNNERS ONLY!
Join the No. 1 newspaper in one of America's largest markets. We have opportunities for professional Home Delivery circulation supervisors who want the satisfaction of being first and who can accept the challenge of staying there. We want decisive, self-starting, sales-minded individuals who can do a job motivating adult district manager personnel. These positions offer excellent starting salary, company car, liberal employee benefits, plus an unexcelled chance to learn and demonstrate ability. Send letter, complete resumé plus salary requirements to Box 1144, Editor & Publisher.

AGGRESSIVE, BRIGHT young person with ideas and initiative needed to build the circulation of a growing group of weeklies in Northern Delaware. Circulation experience counts heavy but not absolutely essential. We are interested in action. WEEKLY POST, P.O. Box 150, Newark, Dela.—19711.

CIRCULATION MANAGER for 5,000 circulation 5-day Wyoming afternoon daily. Progressive paper in a modern, prosperous community. The Riverton (Wyo.—82501) Ranger.

Classified Advertising

CLASSIFIED AD MANAGER
Need strong leader with creative ability for 18,000 daily and Sunday. 2-5 years' experience in classified sales or management required. Excellent salary and commission. Send complete resumé and salary requirements to Dean Phipps, Advertising Director, Anchorage Daily News, Box 1660, Anchorage, Alaska—99501.

HELP WANTED

Classified Advertising

CLASSIFIED PROFESSIONAL
Manager needed for classified department of growing medium-sized daily in Area 5. We're looking for a person with a solid record of accomplishment. Previous management experience desirable but not required. Salary depends on your ability. Excellent fringes including company-paid health and life insurance, pension. Send resumé and salary history to Box 1122, Editor & Publisher.

Medium-sized Daily
Has Opening For
CLASSIFIED MANAGER
$10,000
Annually

Salary and incentive plan and other benefits. Southeast area. Only qualified applicants will be considered. Tell all in first letter. Box 1125, Editor & Publisher.

Display Advertising

EXCELLENT OPPORTUNITY for experienced professional with group of 3 offset weeklies in Area 3. Right person will soon become advertising manager. Box 1012, Editor & Publisher.

ADVERTISING DIRECTOR

Experienced advertising executive for zone 3—30,000 daily, Job covers entire advertising function; local, classified and national.

Ideal applicant would have 3 to 5 years' experience as ad manager on 5,000-20,000 daily, or No. 2 man on larger paper with successful sales record, Excellent salary, good fringe benefits include liberal vacation, company-paid insurance.

Write giving work experience and salary required. Box 1124, Editor & Publisher.

AD MANAGER for 6,500 evening daily. Staff of 4 including classified. New, modern, air-conditioned plant converting to offset this fall. 40-hour, 5½ day week, paid 2-3 week's vacation, sick leave, group insurance, company-paid pension. Beautiful town with excellent recreational facilities. Close to several major colleges and cultural entertainment. Write giving full details. Confidential. Jack Mossman, The Reporter, Lebanon, Ind.—46052.

ADVERTISING MANAGER — Attractive salary and commission. Real opportunity for top-notch and experienced person. J. C. Phillips, News-Herald, Borger, Texas—79007.

YOUNG HIP STAFF of new arts weekly needs full-time adman to milk establishment NOW! Write or call: Perspective, Inc., 80 West St., Worcester, Mass.—01609. (617) 757-8680.

Editorial

PROGRESSIVE, AWARD-WINNING 6-day p.m. offset newspaper in northern Illinois seeking experienced reporter for general assignment now, assistant news editor's spot in near future. Must be strong on local government, in-depth reporting. Good pay, responsibility and opportunity, and fringes. Write Box 1020, Editor & Publisher.

ASSISTANT TO EDITOR, 10,000-plus a.m. paper in growing college community, county-seat, developing resort area. Zone 2. Must be able to lead staff, direct back shop. Good opportunity for solid future. Write Box 1082, Editor & Publisher.

CITY EDITOR'S POST OPEN on 26,000 circulation progressive offset morning daily in Northwest area. Must know layout and pictures and handle young, aggressive staff. Excellent opportunity for right person in fast-growing community. All replies confidential. Reply to Box 1070, Editor & Publisher.

Career Opportunities

THE BEST JOB OPENINGS IN THE NEWSPAPER AND RELATED FIELDS

Editorial

MANAGING EDITOR for suburban Connecticut weekly. Five to eight years' experience including editorial management. Ambition to top editorial direction and policy-making. Box 1072, Editor & Publisher.

FOOD EDITOR to handle once-a-week food section of Eastern city daily. Creative opportunity for person with imagination and drive. Home economics degree or background preferred. Good writing, plus layout and make-up experience a must. Box 1068, Editor & Publisher.

REPORTER, seeking a future, sought by the nation's best weekly newspaper of 1969, now publishing twice-a-week. Unlimited opportunity for fast, accurate newsman. At least one solid year experience required. Send resumé, salary requirements, clippings, to Don Wright, Editor, Kettering-Oakwood TIMES, Kettering, Ohio—45409.

COPY EDITOR—A recent journalism graduate as a trainee for copy editing, re-write, and to backstop regular editors on ten agribusiness magazines. Job will lead to field assignments, marketing knowledge in food field, and a chance at an editor's spot. Send resumé to Box 1114, Editor & Publisher.

ARE YOU SOMETHING SPECIAL?

One of the largest U.S. dailies is reorganizing its staff and modernizing its approach. We are looking for specialists reporters in a variety of fields: deskmen who know how to edit and have a flair for layout, young news executives who want to be part of a stimulating, competitive situation. Excellent salary, benefits in a cultural and progressive metropolitan area in Chart Area Two. If you think you qualify, please send your resumé in confidence to Box 1111, Editor & Publisher.

INDUSTRIAL WRITER / EDITOR

We need a person with outstanding writing skills to head up the writing staff of a large Chicago-based manufacturer.

Primary responsibilities are to publish an employee magazine, prepare sales literature and bulletins, and maintain technical and procedure manuals.

We require someone with at least four years industrial writing experience. We offer a wide variety of writing challenges, a good salary, excellent working conditions, and an opportunity for advancement.

Send resumé and salary history in confidence to:

BOX 1155
Editor & Publisher

An Equal Opportunity Employer

Editorial

TWO REPORTERS NEEDED for Bristol Herald Courier, a 25,000 a.m. 'er on the Va.-Tenn. border. Scenic area. Modern new offset plant. Chance to join award-winning, forward-thinking staff. For interview, contact: Ken Mink, Managing Editor, Herald Courier, Bristol, Va.—24201.

COPY EDITOR
Metropolitan A.M. daily seeks copy editor. Permanent position. Good experience preferred, but will consider potential. Excellent salary, generous fringe benefits. Established Midwest publisher. Write Box 1108, Editor & Publisher.

SCIENCE REPORTERS; specialists in medicine, earth-ocean sciences; news experience. To $11,000. Write Editor, Science News, 1719 'N' St., N.W., Washington, D.C.—20036.

ASSISTANT EDITOR
Growing weekly newspaper west of Boston needs experienced male or female. Editing, rewriting, gathering news and features, photography; layout knowledge helpful. Salary negotiable. Self-starters only. Resumé to Town Crier. Box 395, Wayland, Mass.—01788; or call (AC 617) 358-7744.

GENERAL REPORTER and reporter-branch office manager for central Pa. daily—24,000 ABC. Both solid jobs with a future require experienced professionals. Fine community, good pay and fringe benefits. Contact F. E. Machmer, News Editor, The Daily Item, Sunbury, Pa.—17801. Ph: (717) 286-5671.

PROGRESSIVE CENTRAL N.Y. 20,000 daily wants newsman to swing as reporter and deskman on county desk. Background of town and county government coverage preferred, but general assignment experience O.K. New building, photocomp and offset change shortly. Pleasant 50,000 community in Adirondack foothills, great for summer and winter outdoor recreation. Box 1132, Editor & Publisher.

WOMAN'S PAGE EDITOR for small daily central Ohio. F. D. Armstrong, P.O. Box 471, Bucyrus, Ohio—44820.

COMPETITIVE New England Sunday paper needs live-wire political writer with conservative leanings. The one we want is a digger and knows grassroots. Send resumé, salary required, to Box 1148, Editor & Publisher.

COMPETENT REPORTER, able to swing to editing copy, write heads on live-wire 19,000 9-column 60-page weekly. Good future. Give full background. Contact G. W. Conover, Messenger-Gazette, Somerville, N.J.—08876.

SPORTS EDITOR — Suburban south Florida daily. High school-to-pro coverage. Young. Some experience necessary. Contact Paul Brookshire, Editor, News Leader, Homestead, Fla.—33030.

GENERAL ASSIGNMENT REPORTER for p.m. Florida; some experience. Send complete resumé, references, salary requirements to Box 1154, Editor & Publisher.

WRITER/REPORTER/EDITOR for international trade union publications. Seek individual to produce offset newspaper from idea to finished product. Must know layout, art and photo display. Labor-orientation a plus, but not required. Equal Opportunity Employer. Salary negotiable; excellent fringes. Box 1142, Editor & Publisher.

EDITORS/WRITERS
The nation's fastest-growing suburban newspaper operation seeks top caliber editors and writers to enhance the high quality of its news staff. We particularly want resumés from reporters, copy editors, supervising editors and editorial writers with several years' experience in their field who seek opportunities to grow in responsibility. We have the challenge and need men and women to raise to it. Send full details to Daniel E. Baumann, Executive Editor, Paddock Publications, Inc., Box 280, Arlington Heights, Ill.—60006. No 'phone calls, please

Editorial

MUSIC CRITIC
Boston metro daily opening. $10,908.68 for top experience. Automatic increase bi-annually. Send resumé, details experience to Box 1133, Editor & Publisher.

FLORIDA P.M. wants experienced reporter for 1-man coastal bureau. Send references and state salary requirements first letter to Box 1147, Editor & Publisher.

OLD NEW ENGLAND Sunday paper getting younger all the time. We need reporters who know a news story before the editor rubs their noses in it. Interested? Tell all about yourself first letter; include telephone number. Write Box 1145, Editor & Publisher.

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resumé; we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available.

New England Daily Newspaper Assn.
340 Main St. Room 527
Worcester, Mass.—01608

Editorial

Are you sharp enough to grow into editorial management of a national magazine?

If you are, we'd like to talk to you about several editor/writer openings resulting from staff expansion, promotions from within, and new publishing ventures. Proven editorial craftsmen with management experience or potential may look forward to immediate assignment to the staff of a national business magazine enjoying top readership among its audience of professional men. Subjects are personal finances, management, government, social issues, professional trends. Location is the New York area, quietly suburban but handy to Manhattan. Our standards are high. Convince us in a letter or resume that yours are, too, and one of our top editors will arrange an interview soon. Box 1150, Editor & Publisher.

MANAGING EDITOR needed for ABC Connecticut weekly. Salary: 12,000. Reply in confidence to Box 1158, Editor & Publisher.

CLASSIFIED ADVERTISING

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Name _____

Address _____

City _____

State _____ Zip Code _____

By _____

Classification _____

Copy _____

☐ Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

Mail to:

EDITOR & PUBLISHER • 850 Third Avenue • New York, New York 10022

HELP WANTED

Editorial

PICTURE EDITOR
Sacramento, California

The Sacramento Bee has an immediate opening for a Picture Editor. Experience essential. Permanent, full-time position, excellent opportunity and employe benefits. Apply in person or send resume to:

Personnel Department
THE SACRAMENTO BEE
21st & 'Q' Streets
Sacramento, Calif. 95816

An Equal Opportunity Employer

MAN OR WOMAN for general reporting; small daily central Ohio. F. D. Armstrong, P.O. Box 471, Bucyrus, Ohio—44820.

Free—Lance

CORRESPONDENTS WANTED in major cities. Must be writing news now. We pay $2/inch for stories about gasoline and oil marketing; good writer in important town can easily make $30/week. Send resumé and clips to Mrs. Carroll, 528 National Press Blgd., Washington, D.C.—20004.

WRITERS, ARTISTS for assignments for commercial publications. Editor, Box 530, No. Hollywood, Calif.—91603.

Offset Personnel

ONE OF SOUTHEAST'S MOST MODERN OFFSET PLANTS needs an assistant Press-Camera Foreman. Must know web press, camera and color work. Open shop. Send resumé and salary requirements to Box 955, Editor & Publisher.

OFFSET-LETTERPRESS PRINTER/darkroom technician; experienced. All benefits. Write for interview: Alan Poe, The Fauquirer Democrat, Warrenton, Va.—22186.

SMALL PACIFIC NORTHWEST offset daily needs experienced photocomposition keyboard operator to operate and supervise operation of Superquick and supervise ad and page paste-up. Chance for promotion to shop foreman if proven worth and has experience on web press and darkroom. Write Box 1051, Editor & Publisher.

OFFSET COMPOSITION FOREMAN for newspaper printing plant in Brooklyn. Must know mark-up, paste-up, and page make-up. Volume ad production with Hi-Liners and MT/SC. At least 3 years' supervisory experience. Non-union. Box 1058, Editor & Publisher.

DEPARTMENT FOREMAN possibility for the right offset stripper-cameraman for 4-color and B/W work of excellent quality. Commercial plant in beautiful university community. News-Review Pub. Co., Moscow, Idaho—83843.

Operators—Machinists

MACHINIST — Permanent situation. Fast-growing daily newspaper in Northern Ohio. Opportunity for advancement. Cold-type operation with Compugraphics-hot type-TTS-Comets-Mixers. Seeking young man to handle phototypesetting machines. Excellent company benefits. Write Box 629, Editor & Publisher.

LINOTYPE OPERATOR or combination man. Permanent situation. Opportunity for advancement. Will consider trainee. Hospitalization, excellent retirement program. Contact F. Hoenig, News-Herald, 38879 Mentor Ave., Willoughby, Ohio—44094; or call (AC 216) 942-2100.

LIVE IN AN IDEAL CLIMATE—Openings for two machine operators and one monitor. Night shift 4:30 to 12:30; 37½ hour week. Call or write: Al Kistler, Herald-Tribune, Sarasota, Fla.—33578; or 'phone (813) 958-7755.

HELP WANTED

Operators—Machinists

LINOFILM OPERATOR or hot metal mark-up man to learn computer mark-up for Linofilm with IBM 1130 system. Night position. Non-union. Southern California area. Box 1104, Editor & Publisher.

LINOTYPE MACHINIST-ASSISTANT in 18-machine plant; modern equipment; computer-processed tape for automated high-speed quality production. Suburban Philadelphia area. Open shop. All benefits. Write or 'phone collect Radnot Graphic Arts, Radnor, Pa. (215) 688-6338.

Pressmen—Stereotypers

BEAUTIFUL SARASOTA FLORIDA has much to offer for year-round living. Need experienced man for combination department with 8-unit HOE. $145.00 for 37½ hour week (nights). Fringe benefits. Contact Personnel Office, The Herald-Tribune & Sarasota Journal, P.O. Box 1719, Sarasota, Fla. 33578 or 'phone (813) 958-7755.

JOURNEYMAN PRESSMAN for Wyoming's largest newspaper, the morning Casper Star-Tribune. Modern plant, with 5-unit Urbanite, including process color unit. 5-day week, 7½ hours daily. Knowledge of camera and platemaking processes very helpful. Clean air, plenty hunting and fishing, good municipal golf course; sick leave, hospital insurance, pension plan. No rat race. Call Joe Dudley, Press Foreman, after 5:30 in the afternoon (mountain time) AC 307 237-8451.

PRESSMAN for Goss Community offset press. Five-day week, air-conditioned plant, ideal working conditions. Daily Sentinel, Woodstock, Ill.—60098. (815) 338-1300. Ask for W. Burfeindt.

PRESSMAN *or experienced apprentice.* Must be draft-exempt. Enjoy life in a progressive central Ohio community. A great opportunity for the right person. 24-page letterpress operation, converting to offset within three yars. Good wages, profit-sharing, retirement plan and other fringe benefits. Give complete background first letter. Write: Publisher, Mount Vernon News, Mount Vernon, Ohio—43050.

THE LARGEST WEB OFFSET PLANT IN N.Y.C. HAS SEVERAL CHOICE OPENINGS FOR

WEB OFFSET PRESSMEN

Experience on Goss Urbanite or Cottrell V-22 is required. High salary, excellent benefits, stock options, etc. Company has living accommodations available for pressmen and families. Call collect (212) 629-2900.

PRESSROOM FOREMAN—New England daily—30,000 circulation; letterpress; above-average pay and excellent fringe benefits. Send resumé Box 1044, Editor & Publisher.

PRESSMAN/STEREOTYPER, semi-cylindrical 4-plate width press. Looking for settled family man with ability to run department. A.M. daily—Zone 4. Box 767, Editor & Publisher.

WEB OFFSET PRESSMAN producing weeklies and other newspaper production. Opportunity to also work on letterpress producing our daily newspaper, 35-hour week; full fringe benefits including sick pay, retirement and three weeks vacation after three years. Pleasant community with year-round recreational opportunities. Contact: Mrs. C. Crother, Personnel Dept., Santa Barbara News-Press. Drawer NN, Santa Barbara, Calif.—93102.

WEB OFFSET PRESSMAN — Must have full knowledge of Goss Community or Color King. Dayton (Ohio) area. Good starting salary with fringe benefits. Send resumé and salary requirements to Box 707, Editor & Publisher.

WEB OFFSET PRESSMAN. Semi-weekly newspaper and commercial printing. Good starting salary with fringe benefits. Nice community for family. Bureau County Republican, Inc., 316 S. Main, Princeton, Ill. 61356; Ph.: (815) 872-1414.

HELP WANTED

Pressmen—Stereotypers

PRESSROOM FOREMAN for new weekly offset with new, modern equipment. Send resumé to Box 1000, Editor & Publisher.

JOURNEYMAN PRESSMAN/stereo combination needed. Good company, ideal community. Scale: $152.50 nights; 37½-hour week; 2 week's vacation after 1 year; 2 week's sick leave; company participation in Group Medical, retirement, loss of income plans—other fringe benefits. Contact Wyoming Eagle-Tribune Pressroom, Cheyenne, Wyo. 82001. Ph.: (307) 634-3361; or P.O. Box 861.

Printers

COMPOSING ROOM FOREMAN
Medium-size New England daily and Sunday newspaper has opening for composing room foreman experienced in hot metal operation including TTS; knowledge of photocomposition and paste-up desirable. Good salary and benefits. Box 716, Editor & Publisher.

COMPOSING ROOM FOREMAN with solid experience in cold-type and hot lead composition, paste-up and ability to expertly organize and supervise growing staff on an award-winning daily in Southern New England. The price is right for the right person! Write today giving all details to Box 999, Editor & Publisher.

Production

PRODUCTION MANAGER — 60,000 daily. Modern equipment—new plant. Join an aggressive management team. Zone 2. Box 989, Editor & Publisher.

BERMUDA OPPORTUNITY! Old established morning and weekend newspaper operation in Bermuda, requires services of Production-Management oriented engineer consultant on full time basis for period of 1½ or 2 years, to supervise change from letterpress to offset in completely new plant with four unit Urbanite.

Applicants must have widest knowledge of cold type and offset systems, able to advise on equipment and plant layout, train staff and oversee for management all other technical aspects of conversion.

Interviews will be arranged in either Bermuda or North America. Write or phone Manager, The Royal Gazette, Ltd., Hamilton, Bermuda.

Public Relations

Assistant Sports

INFORMATION DIRECTOR

for major urban university with athletic program on upswing. Football and basketball know-how. Start immediately.

Send resume' to:

Box 1100
Editor & Publisher

MAJOR OIL COMPANY seeks talented writer to edit company publications in Zone 6. Candidate should have degree, 3-4 years' writing experience, and some knowledge of layout, design and photography. Send resumé and samples of work to Box 1113, Editor & Publisher.

HELP WANTED

Public Relations

Public Relations

Major Eastern primary materials producer has an opening on its corporate public relations staff for a person to handle financial and corporate writing. Requires 5 to 10 years' experience in preparing financial communication, executive speeches, brochures and other corporate communications. Send resumé and samples to Box 1140, Editor & Publisher. Samples returned on request.

PRESS SERVICE DIRECTOR
Someone with four years' news wire service experience for national association . . . one of nation's largest social welfare movements. N.Y.C. location. College grad with career potential. $250 and up, depending on experience. Top fringe benefits. Write Box 1138, Editor & Publisher.

POSITIONS WANTED

Administrative

GENERAL MANAGER
ASSISTANT PUBLISHER
21 years' experience all phases daily newspaper operation; 18 years' various management positions, including 10 years as general manager. Age 46, family, community leader. Presently Area 2; will relocate. Complete resumé Box 1043, Editor & Publisher.

GENERAL MANAGER of 50,000 morning and Sunday would like to move up to chief executive's position on larger newspaper. Age 38. Box 921, Editor & Publisher.

PUBLISHER-OWNER: quit WORRYING, pay me to do the job. Much experience with Compugraphic, Friden, Varityper, TTS, web-offset press operation, offset darkroom; can work with people. Young, married. Taught university level journalism and photography. Can write, edit. Love layout. Top credentials. Currently publishing offset daily and weeklies (which I converted 3 years ago). This is second such position; looking for third. Cannot leave in a hurry, but all good things are expensive ($16,000-plus) and worth waiting for. Zone 4 only. Write CAN DO, Box 1121, Editor & Publisher.

SEEKING A CHALLENGE—Frustrated publisher-owner of dailies, weeklies and shoppers for a dozen years with wealth of experience in management, news, advertising, production, public relations, consulting, instructing—the works. Happy with world except want to get into mainstream of tomorrow. Perhaps a vibrant community, an overseas assignment, a trouble-shooting job, a publication purchase, an owners' right hand, a key management post—a challenge. Leader in community and industry with unlimited imagination, enthusiasm, energy. Wife and two kids builders, too, ready to go. Box 1099, Editor & Publisher.

Circulation

20 YEARS' DIVERSIFIED experience: Little Merchant, mail, motor routes—all phases circulation and promotion. Box 1052, Editor & Publisher.

Data Processing

DIRECTOR NEW METHODS AND DATA PROCESSING
Extensive newspaper and computer experience; especially versed in CRT, Facsimile, Data Transmission, latest computer programming techniques. Degree. Box 1129, Editor & Publisher.

Positions Wanted . . .

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

Display Advertising

ADVERTISING SALES GIRL, bright, hard working, and enjoys selling. Excellent references. Hoping for $9,000. Write Box 1146, Editor & Publisher.

ADVERTISING COPYWRITER seeking position with growth potential. Almost 5 years' with medium-size daily . . . promotion, classified, retail. Married; age 30. Box 1134, Editor & Publisher.

Editorial

AWARD-WINNING NEWSMAN, aggressive, young (25), seeks challenging position in Area 6; five years' experience. Married. Good references. Can handle photography, sports, editing. Salary open. Box 1021, Editor & Publisher.

SPORTS SLOTMAN, 27, married, college graduate; 6 years' experience. Prefer metro. Presently No. 2 man on Zone 4 metro p.m. sports staff. References and clips. Box 1018, Editor & Publisher.

CALIFORNIA EXPERIENCED copy editor, all desks, seeks post on rim or amusements editor or co-editor. Sober, 44, J-grad. State salary. Areas 8, 9 only. Box 1092, Editor & Publisher.

15 YEARS' TOP NEWS, editorial experience best metro papers, 5 on smaller daily, wire service. Experience also in community relations, college teaching, government, business. Now 46, three kids raised, want to run daily or weekly with daily potential in Area 7, 8 or 9 college town. Consider investment opportunity. Box 1081, Editor & Publisher.

LAYOUT HAVE THE BLAHS? No zip in headlines? Let me prescribe the remedy. Box 1064, Editor & Publisher.

NEWSMAN, 27, J-grad, married, wants feature and/or column job. Six years' experience, metro, city editor, reporter, columnist; awards. Box 1055, Editor & Publisher.

3-YEAR UPI VETERAN, 26, seeks feature-writing, interpretative slot on daily paper or radio-TV news department. Prefer Zone 1. Robert Russell, c/o E. A. Adolph, 64-11 99th St., Rego Park, N. Y.—11374.

JAPANESE NEWSPAPERMAN, 26, with five years' writing experience on Tokyo's largest English daily, seeks position of reporter for two years. Can pay transportation to, from U.S. Write: Intercontinent, CPO Box 1717, Tokyo, Japan.

BROADCAST NEWS EXECUTIVE, with extensive print background, desires return to newspapers with newsroom management responsibility. Now supervising 55-man shop, multi-million budget in prestige organization. Can provide polished news product, good morale, budget control and community involvement. Excellent credentials. Mid-30's. Desire mountain or New England area, but primarily concerned with job potential. Box 1098, Editor & Publisher.

MIDEAST? S. E. ASIA? EUROPE? Experienced correspondent seeks foreign assignment. Full background on request. Box 1107, Editor & Publisher.

PR PROFESSIONAL and J-grad seeks return to newspaper or magazine writing; 4 years' PR, one advertising. Age 27. Will relocate Southeast or Southwest. Interested? Write Box 1103, Editor & Publisher.

TURF WRITER wants permanent position as such; 21 years' news experience all phases. Interested more in handicapping than in betting. Box 1101, Editor & Publisher.

COLLEGE GRAD, 3 years' offset experience. Available Aug. Rex Larkin, #2 Durlan Court, Athens, Ga.—30601.

DESKMAN—Try me free week of Aug. 30; pay transportation. Seasoned, versatile. Box 1096, Editor & Publisher.

Editorial

WRITER & EDITOR 15 years, last 7 sharp editing and dignified layouts on 200,000 metro daily. Seek new challenge and geography, preferably Zones 5-9. Creative. Conscientious. Good references. Family. Box 1141, Editor & Publisher.

NEWSPAPERS—MAGAZINES OR UNIVERSITIES
FEATURE WRITER. Experienced. Old BS in Journalism; new MFA in Creative Writing; camera and darkroom; PR and direct mail copywriting. Available Sept. 15. AIR-MAIL: R. Boyd, Apartado 207, San Miguel de Allende, Gto., MEXICO.

EDIT YOUR SMALL DAILY? Experienced newsman—43—ready to step up a notch; seeks post as managing editor of small daily. References. Box 1152, Editor & Publisher.

COPY EDITOR, 48, believes in tight editing, snappy heads. Stymied in present job. 24 years' experience, including news and sports editorships. Knows make-up. Box 1143, Eidtor & Publisher.

WORKING EDITOR—Small dailies, weeklies; strong on local news; self-starter; award-winner. Seeks new challenge as editor or bureau manager. Experienced in school, county and municipal reporting. Box 1131, Editor & Repotrer.

WRITER-EDITOR tried PR, wants to return to writing; J-school diploma; 24 years' experience. Prefer High Plains or West. 1824 Almira, Lawrance, Kans. 66044.

CHECK ME OUT: J-grad, 37, married. Experienced reporter, editor, 5M to 40M. Ex-Capitol Hill aide. Three years' sports information. Need $11,000-plus. Resumé, references on request. Write Box 1157, Editor & Publisher.

TOP REPORTING SPOT SOUGHT by male journalist with 4 years' on large dailies. Prefer large or medium A.M. city side in-depth news. $9-M range. Box 1153, Editor & Publisher.

EXPERIENCED NEWSMAN; B.A., M.A.; 43; seeks post in college news bureau. Box 1139, Eidtor & Publisher.

VETERAN NEWSMAN seeks small daily, semi-weekly spot. West Coast. Expert editing, writing, photography. Best references. Box 1156, Editor & Publisher.

FEATURE WRITER, 33, family. Eight years' experience: newspaper, magazine, wire service—nationally published. Specialties: Outdoors, recreation, conservation, ecology. Box 1151, Editor & Publisher.

I TREAT WORDS with the care they deserve. Veteran copy editor-writer seeks quality publication, anywhere. Object: mutual respect. Box 1128, Editor & Publisher.

FEATURE WRITER / REPORTER: mature. Experienced on dailies. Employed or trade bi-weekly. Seeks assignments in Philadelphia-Delaware Valley area. Box 1127, Editor & Publisher.

EXPERIENCED editor, bureau manager, investigative reporter; award-winner; familiar with state, county, municipal plus school beats. Box 1149, Editor & Publisher.

Free—Lance

WASHINGTON, CORRESPONDENT, 29, nine years' experience, seeks varied cultural and political assignments. Specialty: profiles of Capital officialdom. Box 1061, Editor & Publisher.

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Photography

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EXPERIENCED publication/pr editor, writer; prefer university, industry, association. Box 1117, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification

Shop Talk At Thirty

By Robert U. Brown

Corporate responsibility

Richard C. Gerstenberg, vice chairman of the General Motors Corporation, wrote in the *New York Times* Sunday, July 5:

"Business today faces a developing crisis in communications between itself and the public. Business is somehow losing credibility with the public, and the gap is greatest in the public's understanding of what business is doing—and what business is able to do—to meet the social and environmental responsibilities of our day.

People now demand that business *help* resolve the great problems that bedevil our society and contradict our prosperity. Business is being judged every day, in the press and in the public mind. Now the test is more than profits. It is also how a business responds to social and environmental responsibilities.

"Business is doing its share of the job, but we in the business community have to communicate this to the public. We have to teach, for example, that profits and progress go hand in hand.

"The hard fact is that the public doesn't know.....

"Today—as never before—the free enterprise system is being questioned.....

"Our American system—the profit system, free enterprise, or capitalism, call it what you will—has certainly enriched our citizenry in material terms. It has also produced a far better social product than any other system I know about. Our social order is not perfect. But our obligation is to improve our system, not tear it down. As businessmen, we must be builders and not destroyers....

"The questions of corporate responsibility are sure to be raised many times in the future. We at General Motors—and all in business—should look upon the raising of these issues as new opportunities to teach the story of free enterprise. We should welcome such opportunities to communicate with people who are determined, like us, that business evolve into something more—yes, something even better—than it is."

* * *

Mr. Gerstenberg said a mouthful. Business is in the doghouse. The only point on which we would disagree is when he said "today—as never before—the free enterprise system is being questioned."

Business and the free enterprise system went through a similar crisis and credibility gap during the Great Depression in the mid-thirties. That was when public relations or institutional advertising was born to tell the story of American business to a public that then was doubting the advantages of "the American way."

We who believe strongly in the American economic system are going to have to take on this responsibility of telling its story," Mr. Gerstenberg wrote. That's what businessmen had to do 35 years ago. It is what they are going to have to do now.

* * *

Mr. Gerstenberg's message was timely and almost prophetic. Since his article appeared the newspapers have carried extensive stories on breakfast cereals that don't carry all the nutrients as advertised, toothpastes that aren't cavity preventing as advertised, hamburgers and give-away contests that didn't give away as advertised, packaging that is deceptive, etc. It doesn't take into account the stories about deficiencies in automobile construction and tire performance that appeared before his article.

The American businessman undoubtedly is basically honest, has created a social and economic system better than others, stands behind the product he manufacturers which wears well under most measurements, but is probably being held accountable for the sins of a few.

It is the latter which he cannot shrug off. If he cannot police his own ranks, which is unlikely, he cannot escape the criticism that is levelled at the whole business and economic system as a result.

He cannot, that is, unless he and his company do as Mr. Gerstenberg suggests: Tell his story.

There are dozens and hundreds of American companies that conduct themselves as good citizens should. They are spending millions of dollars on air and water pollution control to correct problems that didn't even exist until recently.

The Average Citizen doesn't care about the chemical change that tipped the delicate balance and turned once harmless mercury waste into a dangerous pollutant. He looks at the situation now and wants to know who is responsible.

Mr. Average Citizen doesn't care that industrial wastes and effluents being poured into a river were once considered tolerable. He wants to know who it is that is polluting the river, and forget the complicated history.

He doesn't care about the weather bureau's explanation of an "atmospheric inversion" that has trapped air pollutants so that air we breathe is classified as "unsatisfactory" or "unhealthy" day after day. He wants to know who put the contaminants up there in the first place.

He doesn't care that DDT played a remarkable role in combatting and controlling destructive pests before it was discovered to be toxic. He wants to know who invented the horrible stuff in the first place.

And, so it goes.

Telling the public is not an easy job but it is one that has to be done by businessmen and manufacturers who have some respect for their corporate responsibility. They are going to have to use every means at their disposal including paid advertising.

Almost 100 newspapers have named editors in charge of the news area generally defined as environment pollution ecology, a list which E&P has compiled and which will be published in the near future.

Business has to tell its story to these specialized editors, and to all newspaper editors in the country, because to tell the press is to tell the public.

The nation's newspapers are pointing out local pollution problems that needed to be solved. Just as they report the trouble spots so can they report what is being done to correct them providing American businessmen, who are working so hard on the problems, take the trouble to tell them.

Two more weekly papers started in Atlanta area

Neighbor Newspapers, Inc., publisher of 22 newspapers in metropolitan Atlanta, began publication of two new newspapers July 30.

They are the *Dunwoody Neighbor* and the *Vinings Neighbor*.

Neighbor Newspapers was formed about two years ago when it launched the *Northside Neighbor* in the Buckhead and Northside Atlanta areas. Neighbor Newspapers is a division of the *Marietta Daily Journal* which has a circulation in Cobb County of more than 22,000.

The addition of two newspapers in DeKalb and Cobb Counties will boost the total circulation of the newspaper group to more than 82,011 in the metropolitan area, according to Rudy Martin, general manager.

Randy Jay is executive editor of the newspaper group. Otis A. Brumby Jr. is president and publisher of the Marietta Daily Journal and Neighbor Newspapers Inc.

Martin was business manager of Pioneer Publications—a group of Chicago suburban newspapers which was acquired by Time Inc.—before transferring to Atlanta to help organize Neighbor Newspapers in 1968.

Jay began his career on the Augusta newspapers and was managing editor of the Marietta Daily Journal before being named executive editor of Neighbor Newspapers.

The Vinnings Neighbor and the Dunwoody Neighbor will be distributed by carrier each Thursday to residents in the communities. They will be composed and printed at the Marietta Daily Journal's printing facility in Marietta.

In newspapers, 89% of **Baltimore's** real estate **advertising is in the Sunpapers.**

Morning, Evening, Sunday.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.
Member, Newspaper 1.

The next semiannual issue date of Weekly Newspaper Rates and Data: Sept. 15

IT WILL CONTINUE TO FEATURE THE NEW AND HIGHLY SUCCESSFUL LISTING ARRANGEMENT FOR ALL METRO WEEKLY NEWSPAPERS AND GROUPS. THEY'LL BE LISTED — TOGETHER — **BY METRO MARKETS** TO MAKE THEM EASIER TO FIND (AND BUY).

SINCE WEEKLY PAPERS AND GROUPS ARE FREQUENTLY USED TO SUPPLEMENT OTHER MEDIA, LISTING THEM BY MARKETS HAS MADE THE PLANNER'S AND BUYER'S JOB MUCH EASIER — AND MAKES WEEKLY NEWSPAPER RATES AND DATA MORE USEFUL THAN EVER.

BUT THIS NEW FORMAT IS EVEN MORE IMPORTANT TO YOUR WEEKLY PAPER! LISTING BY METRO MARKET HELPS MAKE SURE NO PAPER OR GROUP IS OVERLOOKED. YOU ARE **LISTED** THE WAY YOU'RE **BOUGHT.** HERE'S THE NEW SET-UP:

Section I: METRO URBAN/SUBURBAN AREAS. Standard Metropolitan Statistical Areas will be used for geographical identification. These Metro areas will be organized alphabetically within states. For the core city of each Metro Urban Area, Newspaper Groups will be listed alphabetically and then individual Newspapers, alphabetically. For each Metro Suburban Area, Groups will be listed alphabetically; then Suburban Area Markets, alphabetically; and then the individual Newspapers serving that metro's suburban market.

Section II: NON-METRO WEEKLY NEWSPAPERS, defined as those whose publishing headquarters and essential distribution are outside the metro area. Sequence is alphabetical by cities or towns where published.

Section III: SHOPPING GUIDES will continue to be identified in this section, whether audited or non-audited.

If you're already listed in Weekly Newspaper Rates and Data, this is how buyers will find you — by **metro area.** (A Service-Ad next to your listing can emphasize your special benefits, audience, readership).

If you're **not** listed, this is how you **can** be — and right away, in the important September 15 issue:

Write our Mr. Kenneth Ortiz today — or even tomorrow — but do it soon. He'll fire the details and a brief listing application back to you. You fill that out and return it and we'll do the rest. Our listings close Aug. 11, so act now.

(Advertising forms close Aug. 12 for set copy; Aug. 19 for complete plates.)

STANDARD RATE & DATA SERVICE, INC.

5201 OLD ORCHARD ROAD, SKOKIE, ILLINOIS 60076 / PHONE: (312) 966-8500

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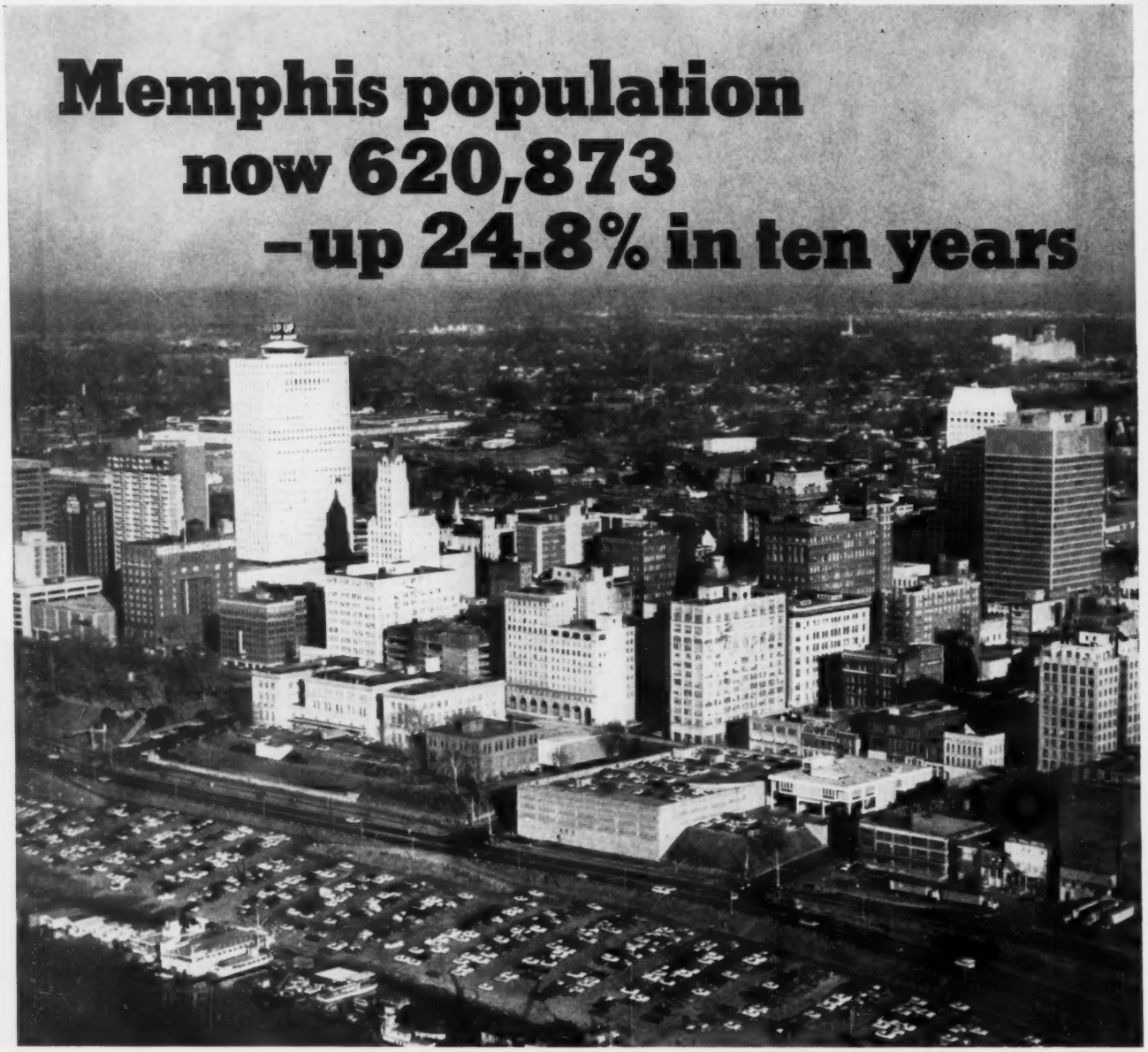

The population growth of the city of Memphis established a new bench mark, according to preliminary reports of the 1970 U.S. Census... 123,349 more people since 1960, making a total of 620,873. Population in Memphis' home county—Shelby—is up 14.6% and the two-county Memphis Metropolitan Area has now reached 766,899.

The gain underscores Memphis' ranking as one of America's great cities—center of the Mid-South regional market. The Memphis newspapers—morning, evening, and Sunday—combine to afford advertisers unmatched coverage of homes in a giant 76-county trading area. Make them a part of *your* marketing program.

Serving and selling the Nation's 22nd Largest Newspaper Market*

*Sales Management Magazine, Sept. 1, 1969

The Commercial Appeal/Memphis Press-Scimitar

MEMPHIS, TENNESSEE

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